



GRADUATE SCHOOL

GM1117 Digital Marketing, 7.5 credits

Digital marknadsföring, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2018-10-15 and was last revised on 2019-07-04 to be valid from 2019-07-04, spring semester of 2019.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Digital Marketing, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Digital Marketing the participant must fulfil the entrance qualifications for the Master of Science programme in Marketing and Consumption. For programme specific entrance requirements, see programme syllabus.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

1. show understanding of the consequences of digitalisation on society and specifically on marketing strategies and marketing practices,

2. show understanding of the mechanics of digital marketing and how this today work as the main driver in marketing practices,
3. apply the most common tools for digital marketing for creating and analysing marketing practices.

Course content

Since the turn of the century the rate of by which our society is being digitised is increasing constant. Since we started substituting analogue technology with digital, the speed by which information can travel is indefinite. This has had a major impact on society at large, where all aspects have been, and continue being, transformed by digital transformation. At this moment all aspects of business have been transformed. As this transformation is gaining more importance it is imperative to gain more knowledge of its effect on society at large, and marketing specifically.

This course in digital marketing will consist of three sections, in the first one the students will be introduced to the consequences of digitalisation on marketing. In the second students will be introduced to the most common tools used for digital marketing, Facebook ads, Google Analytics, Instagram ads, SEO etc. In the last section the students will learn to analyse and evaluate any marketing in order to improve practices and the results.

The structure of the course thus aims to provide a base for understanding digital technology, its history and application in today's society. This will build an analytical understanding of which tools for managing and analysing digital marketing can be applied. The understanding of digitalisation and the usage of tools to manage this will be pivotal for future employment in marketing.

Form of teaching

Lecturing will introduce the course and its topic, building the background of the topic and its future (1 & 2 learning outcome). The third learning outcome will be generated through practical application of the tools available for digital marketing (SEO, Facebook ads manager, LinkedIn campaign manager, Twitter ads manager, Google analytics etc.). The students will learn to handle these tools and put them into practice. This will be done through business cases.

Language of instruction: English

Assessment

The course will be assessed through a group assignment (learning outcome 1 and 2) and a written exam (learning outcome 3).

1) The first part is a group assignment where the students will be required to apply tools for digital marketing, on a real time case. This part will be graded U/G. 2) The second part is an individual written exam. This will be graded U/G/VG.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

Pass is required on all learning outcomes. For Pass with Distinction Pass is required on all learning outcomes and Pass with Distinction on the individual exam.

The first part of the course is a group assignment where the students will be required to apply tools for digital marketing, on a real time case. This part will be graded Fail/Pass. The second part is an individual written exam. This will be graded Fail/Pass/Pass with Distinction.

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.