



GRADUATE SCHOOL

GM1127 Digital Marketing, 7.5 credits

Digital marknadsföring, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2021-09-27 to be valid from 2022-01-17, spring semester of 2022.

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

Lectures and practical application of the tools available for digital marketing.

Language of instruction: English

Assessment

Learning objective 1 - 2 are assessed through a group assignment.

Learning objective 3 is assessed through a written exam.

The individual exam shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be

approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. The group assignment is graded Pass/Fail. The grade (A-E) corresponds to the total score a student obtains on the written exam. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

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.