



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN38, Business Administration: On-line Marketing, Branding and Consumers, 7.5 credits**

*Företagsekonomi: On-line marknadsföring, varumärke och  
konsumenter, 7,5 högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-04-13 to be valid from 2016-04-13, autumn semester 2016.

### **General Information**

BUSN38 is a course in Business Administration at the advanced level.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

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

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- Have a solid knowledge of basic strategic principles and tactics of the effective on-line marketing and brand development
- Have a working knowledge of how online data is collected, analyzed and applied to marketing decisions.
- Have a good understanding of the consequences of social media for marketers, consumers and society as a whole.

#### **Competence and skills**

- Have a working knowledge of how online data is collected, analyzed and applied to marketing decisions.
- Develop analytical skills within the field - to use key concepts, models and techniques both orally in case discussions and in written papers
- Develop practical skills within the field - to apply theoretical knowledge for solving practical problems
- Develop the ability to adopt both a management and consumer perspective to on-line marketing and branding.
- Can work both individually and as a member of a group with students from different cultures in order to solve practical problems as well as manage a more extensive project.

### **Judgement and approach**

- Can follow the development of research in the Internet (on-line) marketing/brand development field through journal articles and e-books as well as other electronic sources.
- Can actively use the online marketing tools, e.g. create their own blogs, develop online marketing campaigns, carry out online marketing research, etc.

### **Course content**

The course consists of 5 modules:

1. The journey. How do consumers develop from learning about brands, to trying them, to becoming brand advocates? How does this brand equity cycle tie into traditional brand strategy methodology and established theory? What can marketers do to facilitate this journey?
2. The searchers. How can investing in searchable online content engage prospects and drive sales? What is content and what makes it viral? How is search effecting consumer behavior? How are marketers adapting?
3. The socializers. How can interacting with prospects and customers on social platforms drive business growth? What are the rules of engagement? How is peer-to-peer connectivity effecting consumer behavior? How are marketers adapting?
4. The seduced. How does paid advertising fit into the picture online? Is it even necessary anymore? Has the idea of "permission marketing" panned out? Has the role of ad agencies changed? Can digital technology transform advertising from a public nuisance to a service?
5. The vigilant. Has the digital revolution created new ethical considerations for marketers? How does the internet make both brands and the public vulnerable and how can they protect themselves? How is this effecting consumer behavior? How are marketers adapting?

### **Course design**

Teaching methods: instruction will take place through traditional lectures, workshops and seminars in teams. The specially designed on-line platform will be used by all class participants, which will also reflect all course activities.

## Assessment

Grading is based on individual and group projects, taking into consideration the workshop and seminar attendance.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale: Pass (D) / Fail U (F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

## Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in BUSN38, Business Administration: On-line Marketing,  
Branding and Consumers

Applies from H16

- 1601 Individual paper, 3,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1602 Group assignment, 4,5 hp  
Grading scale: Fail, E, D, C, B, A