



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSO38, Business Administration: Digital Marketing, 7.5 credits**

*Företagsekonomi: Digital marknadsföring, 7,5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2019-03-25 and was last revised on 2023-04-21 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2023-04-21, autumn semester 2023.

### **General Information**

BUSO38 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**

- Identify the strategic challenges faced by digital marketing professionals
- Comprehend and explain the emerging digital technologies in marketing
- Explain impact of new technologies on digital marketing
- Discuss the significance of emerging technologies in digital marketing
- Outline the states of digital marketing in the major international markets

#### **Competence and skills**

- Envisage future technological disruptions in digital marketing

- Generate digital marketing strategies that are supported by emerging technologies
- Generate actionable insights for digital marketing strategies in light of new technologies
- Solve organizational problems related to implementation of new technologies in digital marketing
- Compare and contrast development related to digital marketing through international perspectives

### **Judgement and approach**

- Evaluate the potential outcomes of emerging technologies in digital marketing
- Recommend or implement actions based on developments of digital marketing technologies
- Predict the success or failures of actions taken by brands in the digital marketing sphere
- Critically reflect upon the role of novel technologies in digital marketing
- Systematically evaluate digital marketing technologies considering the potential impact on brands and the society

### **Course content**

The objective of the course is to introduce the emerging technologies and their impacts on digital marketing.

Literature from academic and professional sources will allow students to (1) improve their knowledge of new technologies, and (2) understand how such new technologies are implemented into digital marketing practices.

An auxiliary objective of the course is to inform students regarding digital marketing practices across globe, focusing not only on developed countries, but also on emerging markets.

### **Course design**

The course design comprises (1) traditional lectures enhanced with videos, visuals, illustrations, example cases, and guest lecturers (2) collaborative reading assignments that allow students to comprehend the course literature through in-depth engagement and peer interaction.

### **Assessment**

The course assessment includes three diverse activities.

First, an individual written examination, evaluating students' knowledge, understanding and judgement of the course content.

Second, an individual assignment that assesses the students' understanding and skills in practical aspects of digital marketing.

Third, a group assignment, evaluating students' abilities to collaborate with others in content creation and delivery in digital marketing.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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 Program where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS credits 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 BUSO38, Business Administration: Digital Marketing

Applies from H23

- 2301 Written exam, 6,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2303 Individual assignment, 1,5 hp  
Grading scale: Fail, E, D, C, B, A

Applies from H22

- 2201 Written exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2202 Group Assignment, 1,0 hp  
Grading scale: Fail, Pass
- 2203 Individual assignment, 1,5 hp  
Grading scale: Fail, E, D, C, B, A