



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

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2019-03-25 to be valid from 2019-03-25, autumn semester 2019.

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

- Have a solid knowledge of basic strategic principles and tactics of effective digital marketing
- Have a working knowledge of how online data is collected, analyzed and applied to digital marketing decisions.
- Have a good understanding of the consequences of social media for marketers.

Competence and skills

- Develop analytical skills within the field - to use key concepts, models and techniques both orally in case discussions and 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 digital marketing.
- 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 more extensive projects.

Judgement and approach

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

Course content

The course consists of six major parts. The first part of the course, think, is devoted to researching, planning and strategic preparation for digital marketing campaigns. The second part, create, enables students to generate functional and appealing digital marketing contents. In the third part, engage, students will focus on engaging potential and existing customers in order to drive traffic to the digital marketing contents they have created. The fourth part is labeled retain, as the focus of the course shifts toward building and maintaining strong relationships with customers. In the fifth part, optimize, students will learn how to track, analyze, and optimize the performance of digital marketing campaigns via data-driven insights. The sixth and final part, build, emphasizes the process of building strong brands in the digital marketing environment.

Course design

The course design comprises traditional lectures, workshops, and flipped-classroom seminars in teams.

Assessment

See appendix including examination sessions. (Will be attached to the curriculum automatically in the system).

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

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-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 BUSO38, Business Administration: Digital Marketing

Applies from H19

- 1901 Individual assignment, 1,5 hp
Grading scale: Fail, Pass
- 1902 Written exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1903 Group Assignment, 3,0 hp
Grading scale: Fail, E, D, C, B, A