

**BUSN38, Företagsekonomi: On-line marknadsföring,
varumärke och konsumenter, 7,5 högskolepoäng**
*Business Administration: On-line Marketing, Branding and
Consumers, 7.5 credits*
Avancerad nivå / Second Cycle

Fastställande

Kursplanen är fastställd av Studierektor vid Företagsekonomiska institutionen 2016-04-13 att gälla från och med 2016-04-13, höstterminen 2016.

Allmänna uppgifter

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

Undervisningsspråk: Engelska

Huvudområde

Företagsekonomi

Fördjupning

A1N, Avancerad nivå, har endast kurs/er på grundnivå som förkunskapskrav

Kursens mål

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

Kunskap och förståelse

- 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.

Färdighet och förmåga

- 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.

Värderingsförmåga och förhållningssätt

- 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.

Kursens innehåll

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?

Kursens genomförande

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.

Kursens examination

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

Prov/moment för denna kurs finns i en bilaga i slutet av dokumentet.

Betyg

Betygsskalan omfattar betygsgraderna Underkänt, 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.

Förkunskapskrav

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).

Övrigt

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.

Prov/moment för kursen BUSN38, Företagsekonomi: On-line
marknadsföring, varumärke och konsumenter

Gäller från H16

- 1601 Individual paper, 3,0 hp
Betygsskala: Underkänt, E, D, C, B, A
- 1602 Group assignment, 4,5 hp
Betygsskala: Underkänt, E, D, C, B, A