BUSO23, AI-Driven Digital Marketing, 7.5 credits
AI-driven 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 2024-11-26. The syllabus comes into effect 2024-11-27 and is valid from the autumn semester 2025.

General information

BUSO23 is a course in Business Administration at the advanced level.

Language of instruction: English

Main field of study	Specialisation
Business Administration	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
- Exhibit a solid understanding of basic concepts in AI and digital marketing
- Comprehend and explain the emerging AI technologies in marketing
- Explain the impact of AI technologies on digital marketing
- Discuss the significance of emerging AI technologies in digital marketing
- Outline the potential applications and consequences of AI in digital marketing

Competence and skills

- Design AI-driven digital marketing strategies to increase firm performance

- Utilize AI tools for content creation, curation, and optimization in digital marketing
- Envisage disruptions of AI technologies in digital marketing
- Generate digital marketing strategies that are supported by AI technologies
- Generate actionable insights for digital marketing strategies in light of AI technologies
- Solve organizational problems related to implementation of AI technologies in digital marketing

Judgement and approach

- Evaluate the potential outcomes of AI technologies in digital marketing
- Recommend or implement actions based on developments of AI technologies in digital marketing
- Predict the success or failures of actions taken by brands in the digital marketing sphere
- Critically reflect upon the role of AI technologies in digital marketing
- Assess the effectiveness and AI implementations in digital marketing campaigns
- Critically evaluate the ethical, privacy, and societal impacts of AI-driven digital marketing, and design responsible implementation strategies that balance business goals with consumer rights and social welfare.

Course content

The objective of the course is to introduce the emerging AI technologies and their impacts on digital marketing. Literature from academic and professional sources will allow students to (1) improve their knowledge of AI technologies, and (2) understand how AI 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 two assessment 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.

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.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent
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 goodresult with regard totheoreticaldepth, practical relevance, analytical ability andindependent thought.

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

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard totheoreticaldepth, practical relevance, analytical ability andindependent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard totheoreticaldepth, practical relevance, analytical ability andindependent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirementswith regard totheoreticaldepth, practical relevance, analytical ability andindependent thought.

Some occasionalexamination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very seriousacademic offence. The University will take disciplinary actions against any kind ofattempted malpractice in examinations and assessments. The penalty that may be imposedfor this, and other improper practices in examinationsor assessments,includessuspension 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 credits in Business Administration is required. These must include a basic course in Business Administration (e.g. FEKA10 Business Administration: Introductory course, 30 credits).

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.