



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 and was last revised on 2022-04-26 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2022-04-26, autumn semester 2022.

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

- Comprehend and explain the evolution of digital marketing and consumption practices over time
- Explain major tools in digital marketing (e.g., PPC, SEO, etc.)
- Discuss the significance of content creation in digital marketing
- Describe the role of social media in digital marketing
- Outline the role of data and analytics in digital marketing
- Identify how digital marketing practices, global brands and consumers interact and shape each other

- Understand and discuss ethical issues in digital marketing

Competence and skills

- Independently express and exhibit acquisition of new perspectives through deliberation and discussion, apply and extend such knowledge to new situations
- Explicate, synthesize and contemplate, both orally and in written form, about the wider implications of digital marketing
- Question and expose the power relations, asymmetries and inequalities masked behind digital marketing
- Design and launch effective digital marketing campaigns
- Generate actionable insights through information from digital marketing analytics
- Solve organizational problems related to digital marketing
- Compare and contrast topics related to digital marketing through international and cross-cultural lenses

Judgement and approach

- Evaluate the potential outcomes of various digital marketing campaigns-
- Recommend or implement actions based on analyses of digital marketing data
- Predict the success or failures of actions taken by brands in the digital marketing sphere
- Thoroughly and critically reflect upon on their own thoughts and learnings
- Assess real-life digital marketing practices and use those illustrations to challenge the established theoretical perspectives
- Systematically evaluate digital marketing perspectives considering the potential impact on the society and the world

Course content

The course content is split into two parts. First, theoretical aspects of digital marketing, which enable students to learn about the sociocultural perspectives in digital marketing and critically evaluate current digital marketing practices in light of various relevant theoretical frameworks. Second, practical aspects of digital marketing, which enable students to acquire and apply hands-on knowledge in digital marketing, in order to create and enhance digital marketing campaigns.

Course design

The course design comprises (1) traditional lectures enhanced with videos, visuals, illustrations, example case studies, etc. (2) a simulation game that allows hands-on applications of conceptual knowledge gained in the course, and (3) in-class group activities to connect theory and practice.

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 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 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

Applies from H21

- 2102 Written exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 2103 Group Assignment, 1,0 hp
Grading scale: Fail, Pass
- 2104 Individual assignment, 2,5 hp
Grading scale: Fail, E, D, C, B, A