



School of Economics and Management

FEKA25, Business Administration: On-line Marketing Principles and Management, 7.5 credits

*Företagsekonomi: Principer för och hantering av marknadsföring på
nätet, 7,5 högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-09-27 to be valid from 2016-09-27, autumn semester 2016.

General Information

The course is offered as a commissioned education.

FEKA25 is a course in Business Administration on the Bachelor level.

Language of instruction: English

Main field of studies

Business Administration

*Depth of study relative to the degree
requirements*

G1N, First cycle, has only upper-secondary
level entry requirements

Learning outcomes

For a Pass on the course, students must demonstrate the ability to:

Knowledge and understanding

- 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.
- Have models and tools to monitor, measure and assess online marketing performance and manage online assets on a day-to-day basis.

Competence and skills

- 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.

Judgement and approach

- 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. as a prerequisite to being able to manage these areas.
- Can work both individually and as a member of a group with participants from different cultures (organizational units) in order to solve practical problems as well as manage a more extensive project.

Course content

Participants will develop a hands-on approach to online marketing management and learn how to use specific online resources for building brand equity in the B2B sector. These goals will be achieved with an action-learning approach, in which the participants will engage with practitioners who will share their practical experiences via live cases and an extensive usage of online platforms.

The focus of the course is to have the participants understand various online platforms well enough to:

- a) Identify how they could be used to better achieve their business objectives,
- b) How to oversee and manage them
- c) How to measure and assess performance.

The course content will have an emphasis on theory and reflection on appropriate online learning modules to support the process of learning for participants during the course.

Course design

The basis of the course is online marketing with a hand-on approach. It is conducted as an online distance course with online lectures, workshops, webinars and interactive tools. Participants will be expected to interact with tutors and other participants through an online course-learning platform and utilize online tools for collaborations. Through five learning modules, various stages of the online marketing process will be explored.

Module 1: Traditional marketing tactics vis-à-vis Internet marketing

Module 2: The evolution of buyers in the business-to-business environment

Module 3: New possibilities for marketing and sales created by digital marketing

Module 4: Content marketing and online networking (Social media)

Module 5: Building awareness – SEO and online advertising

Assessment

Assessment and grading are based on ongoing assignments such as quizzes, individual and group assignments for each of the five learning modules. Each module will end up in the grading scale pass (D)/fail (U). To get a pass on the whole course, the participants need to pass all modules.

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

Grades

Marking scale: Fail, Pass.

Grade. Examination elements of the course may have the grading scale pass G(D) / fail U(F).

G/D The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

F (U) The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

General and courses corresponding to the following Swedish Upper Secondary School Programs: Mathematics 3b/3c and Social Studies 1b/1a1+1a2

Further information

Students admitted to a program where this course is either a compulsory or elective part, are qualified for the course. To be admitted to the course as a freestanding course, students must at least satisfy the general entry requirements and have Mathematics C and Social studies A from Swedish upper secondary school or the equivalent.

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 FEKA25, Business Administration: On-line Marketing Principles and Management

Applies from H16

1601 On-line Marketing Principles and Management, 7,5 hp
Grading scale: Fail, Pass