

## **SKOC42, Strategic Communication: Digital Marketing Communication, 7.5 credits**

*Strategisk kommunikation: Digital marknadskommunikation, 7,5 högskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2017-11-28. The syllabus comes into effect 2017-12-01 and is valid from the spring semester 2018.

### **General information**

The course is a compulsory component during the fourth semester of the Bachelor of Science Programme in Strategic Communication and Digital Media, 180 credits. The course is offered in Helsingborg.

*Language of instruction:* Swedish

Components in other Scandinavian languages and English may be included.

*Main field of study      Specialisation*

Strategic  
Communication

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

Upon the completion of the course, the students shall demonstrate

#### **Knowledge and understanding**

- knowledge of central theoretical concepts in digital marketing communication,
- knowledge of how digital marketing communication can be used as a mean for organisations to communicate with different target groups in accordance with strategic aims,

## Competence and skills

- ability to use and to integrate different digital technologies and communication channels in a unified marketing campaign,
- ability to analyse requirements on, and needs of, solutions for digital marketing communication that occurs in companies and organisations,
- ability to use tools for web analysis to measure user behaviour on websites and choose appropriate aims and conversion optimization strategies,
- ability to define and operationalise quantitative measures that indicate goal attainment of digital marketing campaigns,
- proficiency to design digital contents for communication campaigns in accordance with strategically selected keywords
- proficiency to communicate with target groups for digital marketing communication by using search optimization, display advertising and social media,
- proficiency to measure and evaluate effects of different digital marketing versions through application of web-based experiments and analytical methods,

## Judgement and approach

- consciousness about ethical implications and critical approaches to digital marketing communication,
- ability to evaluate strategies for digital marketing communication independently.

## Course content

The aim of the course is to provide advanced and applied knowledge of digital marketing communication. This aim is achieved partly by the student being introduced to central theories in digital marketing communication and partly by the course participants' practical work with measuring and analysing user behaviour on websites and choose appropriate aims and strategies for web optimization. The student designs a digital marketing communication campaign to solve specific communicative challenges that are connected to the respective case. The work with the campaign runs in parallel with lectures, seminars and workshops throughout the course. Digital methods are introduced and applied in the course. Central methods on this course are SEO, key word based development of contents, use of social media as well as display and video based strategies for marketing. The participants of the course are also introduced to methods for conversion optimizer by means of digital experiments. Methods to measure and influence users' behaviours online are another continuous focus in the course.

The course is divided into three components: 1) Planning of a marketing campaign that optimally utilises existing digital communication channels based on an organisational status analysis; 2) Implementation of communicative measures that are specified during the planning phase by means of digital technologies, platforms and channels; 3) Evaluation of the implemented measures and its result. All themes are relevant irrespective of choice of organisational case.

## Course design

The teaching consists of lectures, workshops and seminars. Unless there are valid reasons to the contrary, participation in workshops and seminars is compulsory. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

## Assessment

The assessment is based on:

- two individual seminar assignments: one about web analysis (1 credit) and one on optimization (1 credit),
- an individual home exam (2.5 credits),
- a digital marketing campaign that is carried out in groups (3 credits).

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. At least two further re-examinations on the same course content are offered within a year of a major change to, or discontinuation of, the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Plagiarism is considered a serious offence at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with the assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the university for a certain period of time.

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

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D, the student has demonstrated satisfactory results. For the grade of C, the student has demonstrated good results. For the grade of B, the student has demonstrated very good results. For the grade A, the student has demonstrated excellent results. For the grade of Fail, the student must have shown unacceptable results.

Grade on the whole course consists of a summation of graded tests: individual home exam (4.5 credits) and group assignment (3 credits), (there A = 5, B = 4, C = 3, D = 2 and E = 1) that be divided into the number of credits for respective test. To pass the course, the student must have received at least E on all components assessed with the grading scale E - A, Fail and the grade Pass on all components assessed with the grading scale Pass/Fail as well as participated in all compulsory components.

The seminar assignments are excepted from the grading scale above. The grades awarded for this component are Pass (G) or Fail (U). For the grade of Pass, the student must show acceptable results. For the grade of Fail, the student must have shown unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

### **Entry requirements**

Admission to the course requires completed course requirements of 60 credits in the Bachelor's programme in strategic communication and digital media, 180 credits, of which whole the first semester should be completed.