Name, Scope and Level of the Course

The course is provided by the University of Skövde and is named Introduction to Digital Marketing G1N. It comprises 7.5 credits and is on basic level. The level of progression of the course is G1N.

Objectives

After completed course the student should be able to:

**Knowledge and understanding**

- have an overall understanding of digital marketing by discussing - Web Marketing, Search Engine Optimization (SEO), Online Advertising, Social Media Marketing (Facebook & Linkedin), Micro Blogging - Twitter, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing,
- discuss the macro and micro environments related to online market place
- understand how to develop and implement digital marketing strategies,
- how to enable relationship marketing by using digital platforms,

**Skills and abilities**

- develop basic level academic & managerial reading skills by understand and synthesize readings of academic journals and short business cases during the course,
- enable the students to think like a digital marketing professional, and to give them experience with industry-relevant hands-on assignments and exercises,

**Judgement and approach**

- motivate and argue for the choice of theories and the approach,
- reflect and evaluate the choice of theories and the approach.

Course Content

The course will benefit the undergraduate students with theories, practices and examples associated digital marketing. This course covers topics like - digital marketing environments, digital marketing strategies, relationship marketing by using digital platforms, managing effective digital marketing channels.

Forms of Teaching

For distance courses/programmes, the teaching comprises lectures. Lectures in english. The course will be presented using a combination of lecturing methods, reading materials from text books, academic journals, newspaper and business articles which will give students familiarity in dealing with relevant digital marketing.

Examination

The course is graded A (Excellent), B (Very good), C (Good), D (Satisfactory), E (Sufficient) or F (Fail).
Registration of examination results:

<table>
<thead>
<tr>
<th>Name of examination</th>
<th>Credits</th>
<th>Grading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervised examination</td>
<td>5 credits</td>
<td>A/B/C/D/E/F</td>
</tr>
<tr>
<td>Written assignments</td>
<td>2.5 credits</td>
<td>G/U</td>
</tr>
</tbody>
</table>

1 Determines the final grade of the course.

Students with a permanent disability who have been approved for special educational support may be offered adapted or alternative examinations.

6 Admission Requirements

General requirements for university studies.

7 Subject, Main Field of Study and Disciplinary Domain

The course forms a part of the academic subject area of Business Administration. The course is a part of the main field of study in Business Administration at the University of Skövde. The disciplinary domain of the course is Social Sciences.

Every course at the University of Skövde belongs to a subject. The division of subjects is used for follow-up and quality assurance. A main field of study is an area in which a degree can be awarded. Disciplinary domain is a division which is used by the government for the allocation of resources for studies at basic level and advanced level.

8 Approval of Course and Course Syllabus

The course was approved by the Curriculum Committee for Business on 9 May 2018. This course syllabus was approved by the Curriculum Committee for Business on 5 December 2019. It is valid from 1 January 2020 and replaces the course syllabus approved 9 May 2018.

9 Overlapping with Another Course

This course cannot constitute a part of a degree also containing a course the content of which is totally or partly equivalent to the content of this course.

10 Additional Information

Further information will be available on the university’s website before a course is given.

National and local regulations for higher education are available on the university’s website.

Upon completion of the course there will be a follow-up. The main purpose of this follow-up is to contribute to improvements of the course. The students’ experiences and views constitute one of the criteria for the follow-up and are gathered by means of course evaluations. The students will be informed of the results of the follow-up and any decisions regarding actions that are to be taken.

11 Course Literature and Other Educational Materials


or


Compendium