

Syllabus

for course at advanced level

Digital Marketing and E-commerce
Digital marknadsföring och e-handel

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE4329
Valid from:	Autumn 2020
Date of approval:	2018-04-16
Changed:	2020-04-03
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This syllabus is established by the Education Board at the Department of Business Administration, Stockholm University 2018-04-16. The latest revision was prepared by the Education Board at the Department of Business Administration, Stockholm University, 2020-03-16 and decided by the Head of Department of Business Administration, Stockholm University 2020-04-03.

Prerequisites and special admittance requirements

Degree of Bachelor worth at least 180 credits, English 6 or equivalent.

Course structure

Examination code	Name	Higher Education Credits
4329	Digital Marketing and E-commerce	7.5

Course content

The course addresses digital marketing and e-commerce. These are central areas in today's marketing, as an increasing amount of companies' marketing is done digitally, and a large part of companies' sales are done digitally. The course takes a broad perspective on digital marketing, which is defined here as "an adaptive, technology-enabled process through which companies interact with customers and partners to co-create, communicate, deliver and sustain value for all stakeholders". Today, customers and businesses are connected through digital networks. New marketplaces are being created, and a challenge for companies is to create positive customer experiences in the digital, and where the digital meets the physical. At the same time, companies must relate to new technologies that are developing at a rapid pace, creating new challenges and opportunities. How does this affect companies' marketing and sales processes? What are the strategic, societal and ethical implications of this development?

The course aims to develop analytical and strategic skills to deal with these issues. Some of the topics covered in the course are: digital marketing strategies and channels, social media marketing, e-commerce strategies, data analysis for digital marketing and e-commerce decisions, overview of new technologies and their impact on marketing, ethical aspects of digital marketing.

As the course is given within the framework of two master programs, in marketing and marketing communication, the content will be partly adapted to the different profiles of the programs.

Learning outcomes

The aim of the course is to create knowledge about theories, models and methods to understand digital marketing and e-commerce, and to apply these to marketing issues. The course also aims to reflect on the impact of digital marketing on the market, business, consumers and society.

After completing the course, the student should be able to:

Knowledge and understanding

1. Understand and explain key concepts and theories in the field of digital marketing and e-commerce.
2. Explain the strategies, technologies and methods used in digital marketing and e-commerce.

Skills and abilities

3. Apply orally and in writing different theories, concepts and methods to issues in digital marketing and e-commerce.

Judgement and approach

4. Evaluate strategic and operational decisions in relation to digital marketing and e-commerce.
5. Reflect on the current situation and future scenarios in digital marketing and e-commerce, and its impact on markets, businesses, consumers and society.

Education

The course consists of a combination of lectures, seminars, group work and a significant amount of self-study. The course is examined continuously through the different activities of the course.

The course workload comprises 200 hours corresponding to 7.5 ECTS. The language of instruction is English.

Please note that all course activities, such as lectures, seminars, assignments and examinations, are conducted in English as the language of instruction is English.

Forms of examination

The course consists of the following weighted examinations:

1. Individual final examination: examines learning outcomes 1-5; constitutes 40% of total course credits.
2. Individual assignment: examines learning outcomes 1-3; constitutes 15% of total course credit.
3. Seminar participation: examines learning outcomes 1-5; constitutes 20% of total course credits.
4. Group assignment: examines learning outcomes 1-5; constitutes 25% of total course credits.

Grading

After completing the course, the student receives a grade according to a scale related to the learning objectives of the course. A, B, C, D and E are passing grades. Fx and F are failing grades. The grade Fx can be completed to the grade E.

A course comprises 100 points. In order to obtain a passing grade, at least or more than 50 points are required. The final grades of the course correspond to the following points scale: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 0-44. The grades correspond to the sum of the points a student receives (out of a total of 100) for the weighted examination elements that constitute the course's continuous examination. Each individual examination element is assigned 0-100 points. The score from an individual examination element is multiplied by its percentage weight, and the total weighted score for all examination elements of the course is summed up to a course score between 0 and 100, which is translated into a corresponding grade between A and F.

Examination components 1, 3 and 4 are assessed on a 100-point scale. Examination component 2 is assessed on a 100-point scale in two intervals:

- Pass: 50% = 100 points.
- Weak: less than 50% = 0 points.

The student is responsible for the completion of the examination part of the course: that a sufficient number of course credits are achieved and a passing grade is obtained.

The final examination component can be taken twice with retained course credits from the course's other examination components: 1) during the course; and, if an approved result on the course (at least or more than 50 course credits) has not been achieved on the first occasion, 2) at the course's second, scheduled examination occasion. The other examination elements of the course are offered once.

A passing grade (A-E) on the course is obtained when the student has achieved at least or more than 50 course points. A failing grade (Fx or F) on the course is obtained when the student has not achieved at least or more than 50 course points:

- If 45-49 course credits have been achieved, a grade of Fx is obtained, with the possibility of supplementing to a grade of E within 3 semester weeks after the supplementary instructions have been given. If the supplement has not been received within this time, and the course's two final examinations have been completed, the grade is determined, which means that the student must re-register for the course, whereby previously obtained course credits expire.

- If less than 45 course credits have been obtained, a grade of F is given, meaning that the student must re-register for the course, in which case previously obtained course credits expire.

Re-registration means

- first-time registered students have priority for group registration for the course;
- examination components 1, 2 and 4 can be re-examined, without attending the other learning activities of

the course and without crediting points from the other examination components of the course.

A student who has received a passing grade on the course may not undergo re-examination, supplement or complete a previously uncompleted examination component for a higher grade. A passing grade cannot be changed to a failing grade at the student's request.

Grading criteria

The course's grading criteria are designed as overall assessments, collective qualitative descriptions of what the student is expected to achieve in order to show how well the course's learning outcomes are achieved. The grading criteria are based on the general abilities expressed in the Higher Education Ordinance's degree objectives (Appendix 2, system of qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course, the student must demonstrate a general ability to:

- reproduce, understand and explain the course content and the scientific basis and methodology of the course subject;
- apply the course content;
- critically analyze the course content;
- problematize the content of the course;
- explain and discuss the content of the course in speech and writing;
- assess the content of the course with regard to scientific, societal and ethical aspects;
- relate the course content to current social issues;
- meet adequate standards of formality and acrimony.

The following grading criteria are used to determine how well the student demonstrates these abilities and meets the learning outcomes of the course, allowing an informed grading decision to be made. A higher grade level requires abilities at lower levels.

A (Excellent)

The student demonstrates the ability to relate to and evaluate the course content from a critically reflective overall perspective; and to transfer and use insights in new meaningful contexts.

B (Very good)

The student demonstrates the ability to understand and use concepts from an overarching and coherent subject perspective to explain how the different dimensions of the course relate to each other, interconnect and become meaningful.

C (Good)

The student demonstrates the ability to address the course content, tasks and problem complexes from several different, well-developed but mainly independent perspectives.

D (Satisfactory)

The student demonstrates a satisfactory ability to deal with the course content, tasks and problem complexes in a decisive one-dimensional way, albeit in depth and well developed.

E (Sufficient)

The student demonstrates sufficient ability to deal with the course content, tasks and problem complexes in a decisive one-dimensional way, albeit in-depth and well-developed.

Fx (Fail)

The student's knowledge, abilities and skills in the area of the course show minor deficiencies as a whole or in essential parts.

F (Fail)

The student's knowledge, abilities and skills in the area of the course show elementary deficiencies in whole or in substantial part.

Interim

When the course is no longer offered or the course content has been substantially changed, the student has the right to be examined once per semester during the following three-term period according to this syllabus.

Limitations

The course may not be included in a degree together with another course, within or outside the country, whose content is wholly or partly the same as that of this course.

Misc

Exemption (postponement) from an examination component means that a student who presents a valid and written certified reason (such as illness and a doctor's certificate) is given the opportunity to complete an examination component at a later examination date specified by the teacher responsible for the course, and with retained credits from the previous examination component.

The application for exemption is submitted to the Director of Studies as soon as possible after, or in case of planned absence in good time before, the current examination. Granted exemption ceases to apply at the end of the next semester.

Required reading

Required Reading

A selection of academic articles (updated each semester, see the study guide).

Recommended Reading

Selected articles (updated each semester, see the study guide).