

Syllabus

for course at first level

Internet Marketing

Marknadsföring på internet

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:

PRMF12

Valid from:

Spring 2021

Date of approval:

2020-04-24

Department

Stockholm Business School

Main field:

Advertising and Public Relations

Specialisation:

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

Decision

This syllabus was approved by the Head of Department, Stockholm Business School, Stockholm University 2020-04-24.

Prerequisites and special admittance requirements

45 credits from Business Administration I and Business Administration II, or 45 credits from Advertising and PR I and Advertising and PR II, or the equivalent.

Course structure

Examination code	Name	Higher Education Credits
MF11	Internet Marketing	7.5

Course content

The overall aim of the course is to provide knowledge about the marketing of goods and services on Digital media and sustainability challenges that follows from this marketing.

The course comprises three main blocks that are integrated into a pedagogical whole:

1. Marketing communication via digital media
2. Electronic commerce (e-commerce)
3. Seminar work that deals with various themes on Digital marketing

The lectures come from SU (SBS) and from the business community. The lectures are partly linked to the literature and partly more independent and thus complement the more theoretical lectures with practical and applied aspects.

Learning outcomes

Intended Learning Outcomes

After completing the course the student should be able to:

Knowledge and understanding

1. Explain the marketing principle for goods and services via digital media.
2. Discuss the use of social media in a marketing communication context.
3. Describe the basic characteristics of e-commerce in comparison with traditional commerce.

Skills and abilities

4. Analyze sustainability impacts that are linked to marketing by digital media technology.

Evaluation ability and approach

5. Reflect on ethics and privacy issues in connection with marketing communication on the Internet.
6. Reflect on how marketing communication is affected by digitization of information.

Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

A 5,5 ECTS-course: The course workload is 200 hours, equivalent to 7,5 ECTS.

The language of instruction is English.

Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's result from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Individual examination: examining learning outcomes 1-6; make up 80 % of the total course points.
2. Group assignment: examining learning objectives number 1-6; constitutes 20 % of the total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires ≥ 50 course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; F: 0-49. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

Assessment tasks 1 is assessed on a 100-point scale.

Assessment task 2 is assessed on a 100-point scale in three intervals:

- Pass with distinction: 80% = 100 points.
- Pass: 50% = 50 points.

- Weak: 50% = 0 points.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result (≥ 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved ≥ 50 course points.

A failing grade (F) in the course is obtained when a student has not achieved ≥ 50 course points:

- If 50 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematize course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

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

C (Good) □

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory) □

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient) □

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

F (Fail) □

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Misc

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date decided by the course director, and while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of studies immediately after, or during the planned absences, well before the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

Required reading**Mandatory reading**

- Laudon, Kenneth C., "E-Commerce 2016: Business, Technology, Society", Global Edition, Pearson: Edition 2016 or later.

- Dahl, Stephan, "Social Media Marketing. Theories and Applications". 2018, Sage Publications Ltd (UK) Print ISBN:9781473982345, 1473982340. eText ISBN:9781526423009, 1526423006.

- A selection of scientific articles, (including articles on sustainability related to digital media), (updated every semester, see the course's study guide).

- Lecture slides.