

Danish School of Media and Journalism

Media Production and Management

Course Description

Spring 2022

Marketing: Data, Insights and Content

4th semester

Duration: 10 ECTS

Aims:

The goal of this course is to let the student get a deeper understanding of specific topics within the field of marketing through elective topics.

Students will be introduced to techniques for research (insight and data) and content creation, to deliver customer-centric experiences, regardless of communication channel, sales channel, or device.

Assignments throughout the course will guide students through six omnichannel disciplines where they will learn to use data gathered about the customer on multiple communication channels and use the data in bidirectional marketing.

The course will also include modules in advanced presentation skills.

05.01.2021

Side 1 / 2

Pedagogical and didactic approaches:

The teaching is a mixture of lectures with presentations, case work, exercises, discussions and reflections, readings as preparation for classes as well as tasks that the students work within their study groups. Lectures on central topics, tools and cases will be given, and students will be supervised by the lecturer.

Working methods:

The course will be structured around feedback and guidance.

Learning outcomes:

- The student will acquire **knowledge** of the theoretical foundations of omnichannel marketing.
- The student will be introduced to basic content creation gained in advanced presentation **skills**.
- The student will acquire marketing related **competences** in analyzing and communication for and with clients.

Literature and resources:

Books - to be purchased:

Houliand, R. (2019). Make It all About Me. *Lid Publishing*.

Attendance:

Students are expected to attend all classes. Attendance will be registered at each lecture. Participation in the project assignment and group work is mandatory.

Grading:

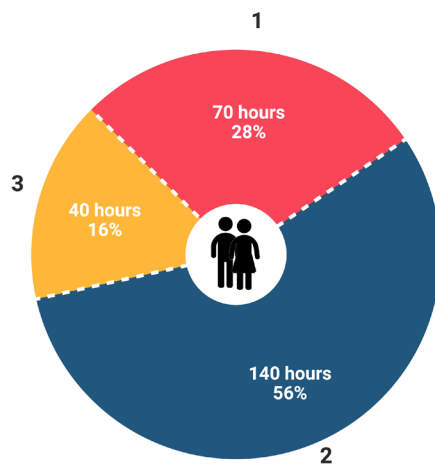
Grading is based on group assignments, using the ECTS scale with an internal examiner. For each deliverable, the specific contribution of each group member must be clearly noted.

Study Activity Model

The Study Activity Model

Marketing: Data, Insights and Content

250 hours in total
10 ECTS points



Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Scheduled lectures and workshops, guidance, group presentations

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Case work

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Readings, self-study, independent software training

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

05.01.2021

Side 2 / 2

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