

Danish School of Media and Journalism
Media Production and Management
Course Description
Spring 2021
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. The course will also include modules in advanced presentation skills.

Tools:

Presentation software

Methods:

The course will be structured around feedback and guidance.

Learning outcomes:

05.01.2021

Side 1 / 2

- The student will acquire **knowledge** of the theoretical foundations positioning in the field of 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.

Pensumliste:

Books - to be purchased:

Reis, A., & Trout, J. (1986). Positioning. *The Battle for Your Mind*.

Digitally available material:

LinkedIn Learning training courses in presentation software (Microsoft PowerPoint, Apple Keynote and Google Slides).

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:

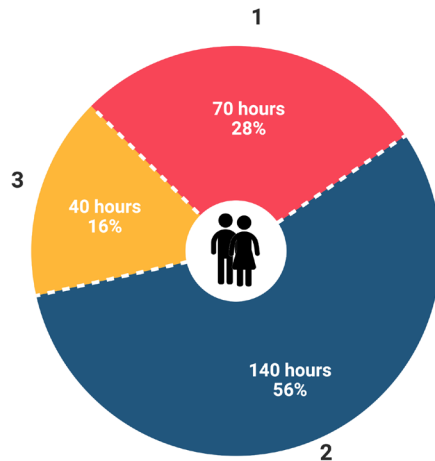
Grading is based on group assignments, using the ECTS scale with an internal examiner. For each deliverable, the specific contribution of each group member must be clearly noted.

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

Godkendt af BBS, 2021-01-08