

**Danish School of Media and Journalism**  
**Media Production and Management**  
**Course description**  
**Spring semester 2024**  
**Digital Marketing**  
**4<sup>th</sup> semester**

**Number of ECTS Credits:** 10 ECTS

**Aims:**

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

During the course students will be introduced to the fundamentals of digital marketing, including digital strategy and the digital planning process. This includes social media marketing, influencer marketing, search engine marketing, display and affiliate marketing, digital messaging and content.

**Pedagogical and didactic approaches:**

The course includes both lectures in class and an amount of independent study in the form of readings. The exam assignment will be used for group work throughout the course.

Students will work in groups that are put together by the lecturer, to ensure that each group will consist of both international and Danish students.

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**Tools:**

Microsoft Office software.

**Learning outcomes:**

The students will obtain the following during the course:

Knowledge and understanding:

- Of digital marketing channels, including social media marketing
- Of elements and processes in digital marketing strategy

Skills:

- Analyze, plan, and execute a digital marketing strategy
- Plan campaigns and content, and set relevant targets and measurements

Competences:

- Apply digital marketing competencies in a concrete business setting

**Literature** (to be purchased before the course begins):

Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: strategy, implementation & practice*. 8<sup>th</sup> edition. Pearson UK

Please ensure that you have the correct edition of this book.

Zahay, D., Roberts, M. L., Parker, J., Barker, D. I., & Barker, M. (2022). *Social Media Marketing: A Strategic Approach*. 3<sup>rd</sup> edition. Cengage Learning

Please ensure that you have the correct edition of this book.

### Preconditions for the exam:

Fulfilment of attendance requirements and/or submission of assignments and projects etc. are required for being allowed to take an examination. In this course the preconditions are:

Participation: Participation in group work is required as part of the group exam.

### Exam:

Graded using the ECTS scale with an internal examiner.

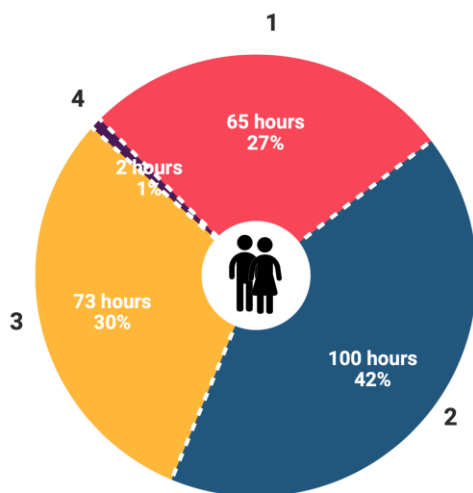
Grading is based on a group exam, based a written report within the field of the offered elective topics. Groups can consist of three to four students. The total duration of the exam is set to 15 minutes per group member. As the grading is based on the oral group exam, it is not necessary to specify the individual contribution for each group member in the written assignment. The students' writing and spelling skills will influence the grading.

### Study Activity Model:

#### The Study Activity Model

#### Digital marketing

240 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.

Lectures, exam

#### 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.

Individual preparation

#### 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.

Group work and assignments

#### 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.

Supervision

22.01.2025

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Godkendt, DTM, 20.01.2025