ME2094 Internet Marketing 7.5 credits

Internetmarknadsföring

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

On 11/04/2019, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2019 (registration number M-2019-0757).

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

ME1315 Industrial Marketing for I or ME1035 Marketing Management completed

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After passing the course, the students should be able to:

1. Analyse different digital marketing solutions
2. Apply theories in internet marketing and use tools, strategies and programmes to evaluate marketing results and analyse possibilities.
3. Apply traditional marketing concepts such as product price, distribution and marketing communication on digital platforms.
4. Design an appropriate marketing plan for digital platforms for an existing company.
5. Design different marketing strategies for digital platforms.

Course contents

The course contains the following parts:

- Introduction to e-marketing
- Theories behind electronic marketing and customer bases
- Marketing on social media
- Design of digital experiences
- Traffic building and Customer Relationship Management (CRM)
- Operations management for digital marketing
- The digital marketing plan

Examination

- INL1 - Assignment, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- INL2 - Assignment, 4.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.

- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.