

COURSE SYLLABUS

Marketing Communications, 7.5 credits

Marknadskommunikation, 7.5 högskolepoäng

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| Course Code: TMCK16 | Education Cycle: First-cycle level |
| Confirmed: Feb 01, 2025 | Disciplinary domain: Technology (50%) and Social sciences (50%) |
| Valid From: Jan 19, 2026 | Subject group: Other Subjects within Journalism, Communication and Information |
| | Specialised in: G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements |

Intended Learning Outcomes (ILO)

On completion of the course the student shall:

Knowledge and understanding

- display knowledge of basic concepts and principles of marketing and marketing communications, with a focus on digital channels and platforms
- display knowledge of marketing segmentation, positioning, and how businesses leverage platform economies and digital ecosystems to target specific audiences
- display knowledge of marketing objectives and communication effects within both traditional and digital business models, including an understanding of the influence of platform algorithms and user-generated content

Skills and abilities

- demonstrate the ability to construct a marketing plan, including market analysis, budget, and a marketing calendar
- demonstrate the ability to plan and design a marketing campaign, including crafting messages, visual design, and content distribution strategies tailored to different target audiences across various platforms

Judgment and approach

- demonstrate an understanding of intellectual property and ethical issues, especially within the digital marketing and platform economy, including data privacy, copyright, and brand integrity
- demonstrate the ability to assess and adapt messages and media choices to align with audience behavior and algorithm-driven platforms.

Content

The course comprises basic principles of marketing communications, with an emphasis on digital marketing channels, platform economy, and design principles for web-based content. Theoretical knowledge is applied through the design of marketing messages and digital campaigns tailored to specific target audiences and platform-specific nuances.

The course includes the following parts:

- Basic principles of marketing
- Basic principles of marketing communication and advertising
- Marketing plan with a focus on both analogue and digital strategies
- Brand platform and brand identity
- Objectives and target audience segmentation using digital tools

- Platform economy, digital eco systems and business models
- Content distribution strategies across social media and digital platforms
- History of advertising, with a focus on the evolution of digital and web-based advertising

Type of instruction

Lectures, assignments, and project work.

Language of instruction is in English.

Entry requirements

General entry requirements and taken course Fundamentals of Graphic Design, 7,5 credits (or the equivalent).

Examination and grades

The course is graded 5, 4, 3 or U.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

| Name of the Test | Value | Grading |
|------------------|-------------|---------|
| Examination | 4 credits | 5/4/3/U |
| Assignment | 3.5 credits | 5/4/3/U |

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Fill, Chris & Turnbull, Sarah (2019). *Marketing Communications, discovery, creation and conversations*. Pearson Education. ISBN: 978-1-292-23497-7.

or

Fill, Chris & Turnbull, Sarah (2016). *Marketing Communications, discovery, creation and ** conversations*. Pearson Education. ISBN: 978-1-292-09261-4.