

COURSE SYLLABUS

Digital Marketing and Social Media, 7.5 credits

Digital marknadsföring och sociala medier, 7.5 högskolepoäng

Course Code: TDMK13	Education Cycle: First-cycle level
Confirmed: Sep 01, 2025	Disciplinary domain: Social sciences (50%) and Technology (50%)
Valid From: Aug 31, 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

- demonstrate comprehension of digital marketing
- demonstrate comprehension of social media from a scientific perspective
- show familiarity with search engine optimization and content marketing

Skills and abilities

- demonstrate the ability to conduct audits from a marketing perspective
- demonstrate the ability to create a digital marketing strategy
- demonstrate the ability to create textual and visual content for digital and social media
- demonstrate the ability to use digital tools for analysis, measurement, and monitoring

Judgement and approach

- demonstrate the ability to think critically about social media and digital marketing, including ethical considerations.

Content

The course comprises fundamental theories within marketing, focusing on the internet, search engines, and social media. It provides a balance of strategic and practical skills to develop a comprehensive understanding of digital marketing and social media.

The course includes the following parts:

- Digital marketing strategy
- Conducting audits from a marketing perspective
- Understanding digital sales and marketing processes
- Content marketing: strategy, creation, and distribution
- Search engine optimization (SEO) and keyword analysis
- Social media advertising: platforms, formats, and strategies (covering both paid and organic tactics)
- Storytelling techniques for effective marketing communication
- Laws and ethical guidelines in digital marketing and social media
- Current social media platforms and trends
- Analytics and data-driven decision-making: measuring and interpreting metrics
- Creating a content calendar and content mapping for strategic planning

Type of instruction

Lectures, assignments, practical exercises, and project work.

Language of instruction is English.

Entry requirements

General entry requirements and taken course in Marketing Communication, 7,5 credits.

Examination and grades

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

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

Registration of examination:

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