

**MSc IN ECONOMICS AND BUSINESS ADMINISTRATION
(INTERNATIONAL MARKETING)**

1ST SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION

<p>Module 2 E-Marketing/E-Commercial Marketing 10 ECTS STADS Code: SBH700063C</p>
<p>Location 1. semester, Autumn semester, MSc in Economics and Business Administration (International Marketing)</p>
<p>Module Coordinator Assistant Professor, Jonas S. Eduardsen, jse@business.aau.dk</p> <p>Secretariat Assistance Secretary - MSc International Marketing Birgitte Krogner Fibigerstræde 11 Room 81 Phone: +45 9940 8051 E-mail: bk@business.aau.dk</p>
<p>Type and Language Module Type: Course Module Language of Instruction: English The module is taught in English. Students are required to write their projects in English and sit their oral examination in English.</p>
<p>Objectives This course focuses on the intersection of digital marketing and international marketing. The objective of this module is to provide students with an insight into contemporary theories and approaches to digital marketing in an international context. The module will focus on how digitalization and the use of digital technologies influences international marketing and how companies can use digital marketing to create, communicate, and deliver customer value across national borders.</p>

Knowledge:

- Explain how digital technologies affect organizations and how international marketers can exploit digital marketing opportunities effectively
- Demonstrate research-based knowledge about theories, methods and practices within the area of digital marketing
- Define how companies – both large and small – can use digital marketing to create, communicate, and deliver customer value across national borders.

Skills:

- Apply knowledge of digital marketing to formulate digital marketing strategies
- Interpret and evaluate data and turn this into data-driven recommendations for solving relevant business problems

Competencies:

- Ability to identify and solve relevant business problems related to international digital marketing
- Critically reflect upon market research data to identify causes of business problems and formulate and communicate possible solutions related to international digital marketing

Academic Content and Conjunction with other Modules/Semesters

The Internet and other digital technologies have transformed marketing and many companies are striving to gain competitive advantages by taking advantage of these transformations. Thus, there is a need for students to understand to what extent digitalization and the Internet changes existing marketing models and whether new models and strategies can be applied to exploit the medium effectively.

This module attempts to address this need and builds upon the knowledge acquired in the previous module “Strategic marketing and consumer behaviour”. During this module, students will be exposed to different themes related to international strategic marketing and consumer behaviour, including international marketing strategy and e-business, internet-enabled internationalization and international entrepreneurship, social media marketing and online consumer behaviour.

Scope and Expected Performance

The course awards a total of 10 ECTS, which is equivalent to 270 hours of work. This includes teaching activities (lectures and seminars), preparation, and project work. The expected workload for each activity is specified below.

Activity	Hours
Teaching Hours	30
Preparation time	75
Project work	165

Participants

Students enrolled in the MSc International Marketing program. Other degree students or guest students who wish to participate in the module may apply to the study board, coe_studienaevn@business.aau.dk

Prerequisites for participation

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Marketing). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

Module Activities

Detailed course description is available in Moodle.

Examination

At the end of the module, there will be an oral external group examination, where students are tested in their project work and the curriculum. The oral examination will be conducted on a group basis with an examiner and an external examiner.

Students will be required to write in groups a mini-project of max 11,000 words (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*).

The mini-project will be used as a starting point for the exam, but students should also expect to be asked questions about other issues related to the curriculum.

The duration of the examination will vary with the number of students in each group. 30 minutes are allotted per student. However, no more than 2 ½ hours will be allotted in total per group meaning that the total examination time for a group of 6 or above also will be 2 ½ hours.

Optimal and maximum group size is a group of 5 students.

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Students are expected to make a presentation of max 9 minutes per student covering central issues that she/he would like to emphasise.

Duration of presentations

- 1 student = max 9 minutes
- 2 students = max 18 minutes
- 3 students = max 27 minutes
- 4 students = max 36 minutes
- 5 students = max 45 minutes
- 6-7 students = max 54 minutes

Assessment:

Assessment is made on the basis of the formulated learning objectives and evaluation criteria described in the curriculum.

Each student will be examined and evaluated **individually** on the basis of knowledge demonstrated in:

- His/her presentation at the exam
- The group mini-project
- The complete module syllabus

Although the projects will not be graded separately, the oral examinations will take their point of reference in the projects in addition to presentations made by the students during the oral examinations.

The grading will be done according to the Danish 7-point grading scale. The grade has a weight of 10/120.

Visit this link for details on grading:

http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf

Students will receive their individual grade while the entire group is present in the examination room. However, according to the regulations, students have the right to receive their grades without the rest of the group being present. Students who would like to receive their grades without their fellow group members being present in the examination room, must therefore inform the examiner of this request immediately prior to the commencement of the examination.

Submission of mini-project: **Monday 11/11 2019 at 10.00**

Electronic version of the project to be uploaded to digital exam:

<https://digitaleksamen.aau.dk/>

No hard copies to be submitted.

Examinations: **Week 47**