English for Digital Marketers

Engelska för digitala marknadsförare
7.5 credits

Single subject course

704G56

Valid from: 2025 Spring semester

Determined by	**Main field of study**	
Course and Programme Syllabus Board at the Faculty of Arts and Sciences	No main field of study	
Date determined	**Course level**	**Progressive specialisation**
2022-09-13	First cycle	G1N
Revised by	**Disciplinary domain**	
	Social sciences	
Revision date	**Subject group**	
	Other Subjects within Social Science	
Offered first time	**Offered for the last time**	
Spring semester 2023		
Department	**Replaced by**	
Institutionen för kultur och samhälle		

Entry requirements

General entry requirements for undergraduate studies
and
English corresponding to the level of English in Swedish upper secondary education (Engelska 6)
Exemption from Swedish

Intended learning outcomes

This course aims to help the participants get better equipped with Business English which makes them more confident when it comes to marketing digitally. Selection of words and effective communication is even more important when done on an online platform and this course aims to focus on the methods, platforms, and strategies to reach out to customers across digital media. After completion of the course participants will be able to present information effectively through the online platforms in more persuasive English. Express yourself grammatically correctly in the business environment in writing and speaking. Participants will be able to deliver and present their thoughts effectively to get a message across and influence the audience.

Course content

To be a successful digital marketer, it is vital to understand the ever-evolving media landscape. Different landscapes of digital marketing are discussed in the course. Different marketing tools and tactics to engage with a brand's audience will be covered. The influence of culture on marketing is also discussed. Marketing concepts and models are treated within the framework of this course with a more language-specific character.

Teaching and working methods

The course is given completely online. The teaching takes place mainly in the form of lectures, seminars, guest lectures, and presentations.

Examination

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.

About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is “Swedish”, the course as a whole could be given in Swedish, or partly, or as a whole, in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- If teaching language is “Swedish/English”, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English depending on teaching language.