

Digital Marketing Communication in Textile and Fashion

Digital Marknadskommunikation i textil och mode

7.5 credits

7.5 högskolepoäng

Ladok Code: AE2DM1

Version: 2.0

Established by: Committee for Education in Business and Working Life 2022-06-08

Valid from: Autumn 2022

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Textile Management (A1F)

Disciplinary Domain: Social sciences

Prerequisites: Completed courses with a total of 45 credits within the framework of Master Programme in Fashion Marketing and Management.

Subject Area: Leadership, Organisation and Management

Grading Scale: Seven-degree grading scale (A-F)

Content

The course provides advanced and in-depth study in marketing communication with a focus on retail applications in textile and fashion. The course focuses on the consequences of, and opportunities that arise from, the digitalisation of marketing communication. Central to the course is problem-based project work where students plan, budget, and evaluate an integrated marketing campaign with digital, direct, and interactive elements. The project work is linked to central theories in marketing communication as well as examples of empirical research in this field. In parallel with their project work, students work with specific literature that is reported on in written assignments and project work.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and understanding

- 1.1 describe theories, concepts, and conceptual relationships in digital marketing communication and retail digitalisation,
- 1.2 explain how these theories can be applied in practice by planning, budgeting for, and evaluating an integrated digital marketing campaign,

Skills and abilities

- 2.1 plan, budget and evaluate an integrated marketing campaign with digital, direct, and interactive elements,
- 2.2 use theories, concepts, and models from the course literature in planning, implementing, and following up on digital marketing in retail,
- 2.3 based on the course literature and relevant theory, discuss and evaluate a campaign plan in writing and orally,
- 2.4 based on a developed marketing campaign, create a selling pitch,
- 2.5 based on a developed marketing campaign create, implement, analyze, as well as make decisions based on an experiment,

Evaluation ability and approach

- 3.1 with a basis in the literature, reflect upon and reason critically about the advantages and disadvantages of common methods for creating strategic knowledge about target groups and customers as a basis for the design of marketing communication,
- 3.2 with a basis in the literature, reason critically about ethical issues in the design of marketing communication, e.g. the use of stereotypical representations of people and groups in advertising,
- 3.3 make assessments based on information literacy of which scholarly results are applicable in discussions and evaluations of empirical examples of market communication.

Forms of Teaching

The teaching has its foundation in problem-based learning with workshops as support. These are supplemented with lectures and seminars.

The language of instruction is English.

Forms of Examination

The course is examined through the following examination components:

Project work part A: written report, group assignment

Learning objectives: 1.1-1.2, 2.1-2.3, 3.1-3.3

Credits: 2

Grading scale: A-F

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

Project work part B: oral presentation, group assignment

Learning objectives: 1.1-1.2, 2.1-2.4, 3.1-3.3

Credits: 1.0

Grading scale: A-F

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

Assignment: written presentation, individual assignment

Learning objectives: 1.1, 2.5, 3.1-3.3

Credits: 1.0

Grading scale: passed /not passed

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

Written examination: individual assignment

Learning objectives: 1.1, 3.1-3.3

Credits: 3.5

Grading scale: A-F

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

For a passing grade for the entire course, a passing grade is required for all examination components. The final grade is based on the written examination.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Söderlund, M. (2018). *Experiments in marketing*. Lund: Studentlitteratur.

Additional literature and teaching materials are provided via the learning platform (max 700 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is included in the Master Programme in Fashion Marketing and Management.
This syllabus is a translation from the Swedish original.