

MD120 Digital Marketing and Consumer Neuroscience

ECTS credits: 7,5

Teaching language: EN

Programme of study: Compulsory course at Master of Information Systems - Digital Business Systems

Required prerequisite knowledge: None

Recommended previous knowledge: None

Teaching period: Autumn

Course responsible: Asle Fagerstrøm

Course contents

This course provides the forefront of knowledge using digital media, e-commerce, and social media to create an optimal customer experience and facilitate marketing. Students will gain advanced knowledge of key theories and concepts of Digital Marketing and Consumer Neuroscience. They will acquire specialised problem-solving skills, being able to plan Digital Marketing activities, and to configure Digital Marketing solutions. They shall take responsibility to conduct the planning and implementation of Digital Marketing activities and evaluate the business value.

Learning outcome

Knowledge - On successful completion of this course the candidate:

- Understand the theoretical and practical relationship between digital marketing and corporate strategy.
- Explain theories of the value creation of interactive marketing communications, search engine marketing, and interactive public relations to a business
- Has advanced knowledge of consumer neuroscience applications.

Skills - On successful completion of this course the candidate:

- Analyse studies, organisational context, empirical evidence and research into the success (and failure) of interactive marketing strategies and applications
- Evaluate digital marketing strategies for product/service development and brand perception measurement.
- Analyse stages and component digital marketing tactics inherent in the buying cycle.
- Analyse and use data from neuroimaging and biometric sources.

General competence - On successful completion of this course the candidate:

- Plan and configure a digital marketing solution related to a specific business challenge.
- Demonstrate performance metrics to determine the success of digital marketing efforts.
- Critically evaluate ethical issues related to digital marketing and the use of consumer neuroscience.

Course structure and teaching methods

Block mode.

Recommended workload

Lectures and student guidance: 36 hours

Self-study: 76 hours

Preparation for presentation/discussion in class: 10 hours

Exercise: 28 hours

Assessment 50 hours

Total: 200 hours

Technology and tools

Internet, mobile, Web 2.0 technology, Google analytics, Eye tracking, EEG, etc.

Teaching Materials

Updated information on textbooks and other teaching materials is published per programme on our online learning platform before the semester starts. Information is also available per application on our website.

In addition to literature and other teaching material, scheduled teaching and other scheduled learning activities are always part of the syllabus.

Coursework requirements

None.

Examination

The examination consists of 2 independent parts as described bellow

An individual written home examination (essay hand in) (75 %). The examination question paper will be handed out about 3 weeks before the submission of the essay.

An individual written home examination (technical part hand in) (25 %). The examination question paper will be handed out about 3 weeks before the submission of the essay.

Grading scale: A-F with A as the best grade and E as the lowest pass grade. F means fail.

Assessment criteria

See the learning outcome

Notes

None