



## Kursplan

Fakultetsnämnden för ekonomi och design  
Ekonomihögskolan

2FE048 Modern Marketing Practices, 30 högskolepoäng  
Modern Marketing Practices, 30 credits

### Huvudområde

Företagsekonomi

### Ämnesgrupp

Företagsekonomi

### Nivå

Grundnivå

### Fördjupning

G2F

### Fastställande

Fastställd av Organisationskommittén 2009-12-15

Kursplanen gäller från och med höstterminen 2010

### Förkunskaper

In order to be admitted to the full-semester course students are required to have a minimum of two years of successfully completed full-time studies at university level (equal to 120 higher education credits), with at least one year (equal to 60 higher education credits) in business administration and related subjects including basic courses in marketing.

### Förväntade studieresultat

#### Module 1: International Marketing, 7,5 higher education credits

The students shall

have broad knowledge

- of the impact of culture in international business
- of trade patterns and characteristics of major economic regions

Be able to apply

- International marketing research methods
- Basic tools for the analysis of the effects of the market environment on business
- Elements of strategic planning of internationalisation
- Elements of a marketing mix for export or global marketing: products, pricing, communication and distribution

Understand

- Characteristics of main international sales channels
- Consequences of choices related to market entry form, choice of intermediates and distribution channels

### **Module 2: Consumer Behavior, 7,5 higher education credits**

The student shall:

Have broad knowledge about

- Factors of importance for understanding the consumption patterns in today's markets

Be able to apply

- The understanding to analyse the driving forces in different situations of consumption

Understand

- The consumer as a base for business and the factors that have an impact upon the consumer's decisions about consumption

### **Module 3: Relationship and Service Marketing, 15 higher education credits**

The students shall have:

Broad knowledge of

- Specifics in the marketing of services, knowledge and in- tangibles
- Various forms of business relations and how relationships can be utilized in creating business

Be able to apply

- Service Management models
- Relationship marketing models
- Pricing models for services, intangibles

Understand

- Markets as networks
- Dimensions of interactions and relationships
- The concept of service quality

## **Innehåll**

### **Module 1: International Marketing, 7,5 higher education credits**

- Customer value. Value Matrix. Review of the concept of customer value. Applications of the Value Matrix. Quantification of customer value
- History and development of international trade.
- Culture and elements of cultures
- Strategic planning. Analysis of markets and competition
- Methods for research of international markets: research objectives and research design
- Information sources for international market research
- Forms of market entry and expansion. Organization of international business.

Channel management

- International and global pricing decisions. Export pricing. Forms and conditions of payment
- Planning and communication tools of international and global Marketing
- International business and finances. Working capital and the importance of cash-flow
- Applied international marketing project

### **Module 2: Consumer Behavior, 7,5 higher education credits**

- Consumers, consumption and marketing
- The self
- Consumers as decision-makers
- Perception and interpretation
- Learning and memory
- Motivation, values and involvement
- Attitudes
- Communications and attitude change
- Impact of demographic factors on the consumer's decision-making process
- Group influence and opinion leadership
- Family structure and household decision-making
- Cultural impact on consumer behaviour
- Cultural change processes
- Shopping, buying, evaluating & disposing
- New times, new consumers

### **Module 3: Relationship and Service Marketing, 15 higher education credits**

- Customer value. Value Matrix. Concept of customer value.
- Applications of the Value Matrix. Quantification of customer value.
- Service Management System.
- Quality. Perceived quality. Concepts.
- Analyzing and developing quality. Tools.
- Relationship Marketing foundations. Relationship Marketing paradigm
- Knowledge marketing.
- Service marketing foundations.
- Pricing of services, knowledge and intangibles
- Service marketing application, cases
- Organizational (industrial b2b) marketing foundations
- the IMP Interaction model and Industrial networks
- Organizational purchasing.
- Relationship selling. Value selling
- Interorganizational networks and interorganizational communication
- Interorganizational networks and interorganizational communication applications, cases

### **Undervisningsformer**

#### **Module 1: International marketing, 7,5 higher education credits**

Literature studies, lectures, project work and case seminars

#### **Module 2: Consumer Behavior, 7,5 higher education credits**

Literature studies, lectures, seminars and practical exercises

#### **Module 3: Relationship and Service Marketing, 15 higher education credits**

Literature studies, lectures and open ended case seminars

### **Examinationsformer**

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

**Module 1: International Marketing, 7,5 higher education credits**

Written exam, seminar papers

**Module 2: Consumer Behavior, 7,5 higher education credits**

Examination by written exams and seminar papers.

**Module 3: Relationship and Service Marketing, 15 higher education credits**

Written exam, “duggor”, seminar papers

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

**Kursvärdering**

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

**Överlappning**

Each course module has a corresponding single-subject course with which there is a 100% credit overlap.

The corresponding single-subject courses are:

2FE021, 2FE022, 2FE023

**Kurslitteratur och övriga läromedel****Module 1: International Marketing**

See course syllabus for 2FE021

**Module 2: Consumer Behavior**

See course syllabus for 2FE022

**Module 3: Relationship and Service Marketing**

See course syllabus for 2FE023