



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE112 Introduktion till marknadsföring för inrednings- och butikskommunikatörer, 7,5 högskolepoäng

Introduction to marketing for the Programme of Interior Decoration & Visual Merchandising, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Organisational Committee 2009-12-10

The course syllabus is valid from autumn semester 2010

Prerequisites

Admitted to the Programme of Interior Decoration & Visual Merchandising

Expected learning outcomes

The students shall

Have broad knowledge

- of values, offerings, business and markets. This out of an outside-in-perspective on consumption and an in-side-out-perspective on business and marketing.

Be able to apply

- marketing plan concepts such as marketing environment, value analysis and the concept of marketing mix in an analysis.

Understand

- the consumer as a basis for business
- needs, values, offerings and the exchange of value and price

Content

- Definition of value, Value analysis
- Consumption of values and satisfaction
- Consumer behaviour
- What consumers consumes: the offerings: products, services, experiences
- The business as offering of values
- Pricing
- Relations as a consequence of exchanges of values
- Consumers and businesses as actors on the market
- The business as creating expectations of its offerings: Branding, communication and sales
- The creation of values, inside the business, with other businesses and with the consumers
- Organizing the value-creation
- Basic concepts of estimating the economic results of value-creation
- Understanding cost- and revenue drivers by ABC calculation
- Budgeting the value-creation by drivers

Type of Instruction

Literature studies, lectures and seminars

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written examination, seminar paper

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.

Course Evaluation

The course is evaluated after completed examination but before the grades has been distributed. The course evaluation is processed and archived by administrators at the department. The course responsible faculty member gives feedback of the result of the course evaluation to the participants.

Required Reading and Additional Study Material

Required reading

Armstrong, G. & Kotler P. *Marketing - an introduction*, Pearson/Prentice Hall, latest edition. 550 pages

EHV Artikelkompendium 300 pages