



Course syllabus

School of Business and Economics

Department of Marketing

1FE406 Företagsekonomi I - Marknadsföring, 7,5 högskolepoäng

Business Administration I - Marketing, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2014-10-29

Revised 2017-09-20 by School of Business and Economics. Literature list revised.

The course syllabus is valid from spring semester 2018

Prerequisites

General entry requirements.

Objectives

After completing the course the student should be able to:

- account for and analyze basic theory within consumer-related marketing
- identify and discuss the different phases in an organization's marketing process
- account for and discuss the concepts and models of service marketing as well as the importance of relationship management in marketing
- describe and explain differences between consumer-related and industrial-related marketing, "Business-to-Business"
- account for and discuss sustainable marketing and social responsibility in global markets
- describe and discuss basic questions at issue in Swedish marketing law and marketing ethics
- identify problems, search and interpret information, structure analysis of marketing issues, as well as communicate this through oral presentation and written reporting

Content

The course contains:

- market analysis, planning and strategy
- marketing mix and means of competition, such as product and service offer, price, marketing communication, distribution, brand and image – primarily focusing on consumer markets
- industrial marketing, “Business-to-Business”, relationships and networks
- the customer; behavior, target groups, relationships and value creation
- service management; service logics and marketing of services
- Swedish marketing law and marketing ethical questions at issue
- sustainable marketing and social responsibility in global markets
- field study; identification of problems, data collection and analysis of market-related issues

Type of Instruction

The teaching consists of lectures, seminars, case studies and group assignments. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through an individual written exam and through papers written in groups. Examination also includes oral presentation in front of the class. Active participation in mandatory seminars is required for a pass grade.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student’s performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE405, 1FE926, 1FE505 module 2 and 1FE760 module 2.

Required Reading and Additional Study Material

Obligatory literature

Grönroos, C. *Marknadsföring i tjänsteföretaget*. Malmö: Liber Ekonomi. Latest edition. About 100 pages.

Kotler, P, Armstrong, G. & Parment, A. *Principles of Marketing Scandinavian Edition*. Harlow: Pearson Education Ltd. Latest edition. About 500 sidor.

Svensson, C. A. *Den svenska marknadsföringslagstiftningen*. Lund: Studentlitteratur.
Latest edition. About 130 pages.

Scientific articles, about 100 pages.