



Course syllabus

School of Business and Economics

Department of Marketing

1FE406 Företagsekonomi I - Marknadsföring, 7.5 credits

Business Administration I - Marketing

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 2022-02-14 by School of Business and Economics. Update of field-specific entry requirements and standard texts.

The course syllabus is valid from autumn semester 2022

Prerequisites

General entry requirements for university studies.

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, datacollection and analysis of market-related issues

Type of Instruction

The teaching consists of lectures, seminars, case studies and group assignments.

Examination

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

The course is examined through a written examination (5 credits) and a project work in group that presented oral during seminar (2.5 credits).

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student’s grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1FE191, 1FE405, 1FE505:2, 1FE760:2, 1FE852, 1FE925 and 1FE926 with 7.5 credits each.

Required Reading and Additional Study Material

Required reading

Kotler, P, Armstrong, G. & Parment, A. *Principles of Marketing Scandinavian Edition*. Harlow: Pearson Education Ltd. Latest edition. About 600 sidor.

Scientific articles. About 100 pages.

Reference literature

Patel, R. Davidsson, B. *Forskningsmetodikens grunder*. Lund: Studentlitteratur. Latest edition. About 150 pages.