



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE407 Företagsekonomi I - grundläggande marknadsföring, 7,5 högskolepoäng

1FE407 Business Administration I - Marketing Foundations, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2019-05-29

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements + English 6.

Objectives

After completing this course the student should be able to:

- describe and reflect on various aspects of consumer-related and industrial marketing
- describe and reflect on various aspects of sustainable marketing and social responsibility
- describe and reflect on various aspects of market law and market ethics
- describe and reflect on various aspects of marketing from an international perspective
- create and present a marketing plan

Content

The course contains:

- market analysis, planning and strategy
- value creation, customer value, customer relations and customer behavior
- segmentation, target groups, positioning and differentiation
- market mix, offering goods and services, price, marketing communication, distribution, brand and image
- industrial marketing
- marketing from an international perspective
- market law and market ethical issues
- sustainable marketing and social responsibility
- a marketing plan; problem identification and formulation, data collection and analysis of marketing-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 marketing plan (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/module 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: 1FE405, 1FE406, 1FE926, 1FE505:2 and 1FE760:2 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 470 pages.

Scientific articles. About 100 pages.

Legal regulations and ethical guidelines. About 100 pages.