



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE452 Kunddrivna marknadsföringsstrategier, 7,5 högskolepoäng  
1FE452 Customer-Driven Marketing Strategies, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2020-01-22

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:

- explain the concept of service products and brands
- explain the concept of service value propositions
- describe, analyse and evaluate the process of managing the customer service interface
- explain the importance of service excellence, innovation, sustainability, and ethics in the context of service products and brands
- analyze a real business situation and design effective customer-driven marketing strategies for service products and brands
- apply the design thinking framework

## Content

The course contains:

- service products and brands

- trends in retailing
- design thinking
- customer driven marketing strategies for service and product brands
- service value propositions
- service process (re)design
- customer interface management

## Type of Instruction

The teaching consists of lectures, workshops, and seminars and cases. Active participation is compulsory at seminars and workshops where information is processed and presented.

## Examination

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

Examination of the course consists of an individual digital examination (4 credits), a written group report and an oral presentation (3.5 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: 1FE665, 1FE666 and 1FE451 with 7,5 credits each.

## Required Reading and Additional Study Material

### Required reading

Wirtz, J. & Lovelock, C. *Services Marketing: People, Technology and Strategy*. New Jersey: World Scientific. Latest Edition. About 800 pages.

### Additional study material

Scientific articles. About 100 pages

Business articles. About 60 pages