



## Course syllabus

School of Business and Economics

Department of Marketing

1FE637 Independent Research Project - Marketing, 7,5  
högskolepoäng

Independent Research Project - Marketing, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by School of Business and Economics 2017-12-13

The course syllabus is valid from spring semester 2019

### **Prerequisites**

Business Administration I, 30 credits and English B/English 6 or the equivalent.

## Objectives

After completing the course the student is expected to be able to:

- in practice design and conduct an independent scientific field work within the field of marketing
- present the results of an independent field work to different clients
- apply fundamental scientific methodology in practice

## Content

An independent work focusing on marketing.

## Type of Instruction

The teaching consists of seminars and individual supervision. 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 assessed through the writing of an independent scientific project and active participation in seminars and presentations.

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: 1FE635, 1FE636

### Required Reading and Additional Study Material

#### **Required reading**

Literature is chosen in consultation with the examiner.