



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 2017-12-13

Revised 2021-06-30 by School of Business and Economics. Update of standard texts.
The course syllabus is valid from spring semester 2022

Prerequisites

Business Administration 30 credits, G1N, and English B/English 6, or the equivalent.

Objectives

After completing this course the student should 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. Dates for compulsory elements 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 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. 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 courses of which the content fully, or partly, corresponds to the content of this course: 1FE635 and 1FE636 with 7.5 credits each.

Required Reading and Additional Study Material

Required reading

Literature is chosen in consultation with the examiner.