



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE705 Business Administration II - Business Relations, IMC & Brand Management, 15 högskolepoäng

Business Administration II - Business Relations, IMC & Brand Management, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-05-05

Revised 2011-06-13. Reading list revised

The course syllabus is valid from autumn semester 2011

Prerequisites

Business Administration 30 ECTS, or at least 15 ECTS organisation and marketing

Expected learning outcomes

SUBCOURSE 1 Business Relations, 7.5 credits

After completing this course the student should be able to:

- describe and explain characteristics of business markets and how companies relate to each other with a network perspective
- describe and explain the role of purchasing in business relations
- analyse a real business situation by applying theories of networks and business relations
- communicate practical and teoretical understanding of networks and business relations with a strategic perspective

SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

After completing this course the student should be able to:

- describe and discuss fundamental concepts in marketing communications and branding
- analyze an organizations communication efforts from an integrated marketing communication perspective
- identify and explain the significance of branding in an organization
- apply relevant theoretical concepts to practical case studies

Content

SUBCOURSE 1 Business Relations, 7.5 credits

- The network perspective
- Managing relationships with professional customers, suppliers and other business partners
- Design and implementation of the offering
- Technology and technological development in business markets
- Strategy in business markets

SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

The course will cover the following major areas of marketing communication both with a theoretical and a practical emphasis:

- Marketing communications theory
- Management and coordination of an organisations communications efforts
- Brand management
- Integrated marketing communications

Type of Instruction

The course consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

SUBCOURSE 1 Business Relations, 7,5 hp (7,5 ECTS)

- Written individual exam corresponding to 4,5 hp (4,5 ECTS)
- Written papers and oral presentations performed in group or individually corresponding to 3 hp (3 ECTS)
- Active participation is required in seminars

SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7,5 hp (7,5 ECTS)

- Written individual exam corresponding to 5 hp (5 ECTS)
- Case study corresponding to 2,5 hp (2,5 ECTS)
- Active participation is required in seminars

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

SUBCOURSE 1 Business Relations, 7.5 credits

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. (2006). The Business Marketing Course: Managing in Complex Networks. (Latest edition) Wiley: Chichester. 288 s. ISBN: 0470034505

Additional teaching material

Articles and other selected material

SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

Fill, C. (2011) Essentials of Marketing Communications. Prentice Hall, Financial Times. ISBN: 978-0-273-73844-2.

Kapferer, Jean Noel (2008) New Strategic Brand Management, creating and sustaining brand equity long term: Kogan Page Ltd, USA, utvalda delar ca 300 s, ISBN: 978-0-7494-5085-4

Additional teaching material

Articles and other selected material