



## Course syllabus

School of Business and Economics  
Department of Marketing

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 2009-05-05

Revised 2014-05-28 by School of Business and Economics. Reading list and standard texts revised.

The course syllabus is valid from autumn semester 2014

**Prerequisites**

Business Administration I, 30 credits, or at least 15 credits organization and marketing or the equivalent.

## Objectives

MODULE 1 Business Relations, 7.5 credits

After completing this course the student should be able to:

- problematize and analyze the concepts B2B (business markets), networks, business relations, entrepreneurship, and intrapreneurship
- describe and explain characteristics of business markets and how companies relate to each other via a network perspective
- describe and reflect upon networks' part in entrepreneurial processes and in business development
- plan, realize, and evaluate their own, and others, entrepreneurial processes from idea to action
- analyze a real business situation by applying theories
- communicate practical and theoretical understanding of business networks, relations and their role in entrepreneurship.

## MODULE 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

### MODULE 1 Business Relations, 7.5 credits

The course contains:

- the entrepreneurial spirit
- 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

### MODULE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

The course contains:

- 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. Obligatory parts are stated in the schedule.

## Examination

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

The course is examined through a written exam, reports, oral presentations and active participation in seminars.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr ELNU 2011/160". 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. Students that do not pass reports can complement after consultation with the examiner to obtain a pass grade.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

### Credit Overlap

1FE705:1 overlaps 1FE710:1 (Business Relations 7,5 credits)

### Required Reading and Additional Study Material

MODULE 1 Business Relations, 7.5 credits

Burn, P. *Entrepreneurship & small business. Start-up, growth & maturity.* Hampshire: Palgrave. Latest edition. 516 p.

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. *Managing Business Relationships.* Chichester: Wiley. Latest edition. 256 p.

Scientific articles, app. 100 pages.

MODULE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

Fill, C. *Essentials of Marketing Communications.* Prentice Hall, Financial Times. Latest edition. 440 p.

Kapferer, J. N. *New Strategic Brand Management, creating and sustaining brand equity long term.* Kogan Page Ltd, USA, chosen parts, app. 300 p.

Scientific articles, app. 100 pages.