



Course syllabus

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

1FE901 Grundläggande marknadsföring, 7,5 högskolepoäng
Marketing Introduction, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by Organisational Committee 2009-06-17

Revised 2009-12-16

The course syllabus is valid from autumn semester 2010

Prerequisites

Mathematics A, Civics A.

Expected learning outcomes

Have broad knowledge of

- values, offerings, business and markets, from an outside-in-perspective and its interaction with an inside-out-perspective, from the local to the global

Be able to apply

- value analysis and basic pricing
- elements in a market plan
- the offerings as a marketing mix

Understand

- the consumer as a basis for business
- needs, values, offerings and the exchange of value and price

Content

- Definition of value, Value analysis
- Consumption of values and satisfaction
- Consumer behaviour
- What consumers consumes: the offerings: Products
- What consumers consumes: the offerings: Services
- What consumers consumes: the offerings: Experiences
- The business as offering of values
- Pricing: Understanding and capturing customer value
- Relations as a consequence of exchanges of values
- Consumers and businesses as actors on the market
- The business as creating expectations of its offerings: Branding, communication and sales
- The business as creating expectations of its offerings: Branding
- The business as creating expectations of its offerings: Communication
- The business as creating expectations of its offerings: Sales
- Mass consumption, segmentation and personalization
- The creation of values, inside the business, with other businesses and with the consumers

Type of Instruction

Literature studies, lectures.

Examination

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

Examination by written exams and seminar papers

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.”

”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.

Course Evaluation

The course is evaluated after completed examination but before the grades has been distributed. The course evaluation is processed and archived by administrators at the department. The course responsible faculty member gives feedback of the result of the course evaluation to the participants.

Required Reading and Additional Study Material

Armstrong & Kotler. *Marketing. An introduction*. Pearson, latest edition, 650 pages

Ekonomihögskolan, Artikelkompendium, 300 pages