



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE925 Företagsekonomi I - marknadsföring, 7,5 högskolepoäng

1FE925 Business Administration I - marketing, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2010-06-14

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for university studies.

Objectives

Marketing, 7.5 credits. On completion of the course, students should be able to:

- account for fundamental concepts and models concerning consumer marketing
- identify and describe the different phases in an organisation's marketing process
- account for the concepts and models of service marketing
- recognise fundamental concepts and outlooks within industrial marketing, "Business-to-Business"
- reproduce the main features in Swedish market law
- apply theories and models from the module in order to understand practically active organisations
- recognise structure and correct formalities for an academic report

Content

Marketing, 7.5 credits

The marketing plan process and its various stages

Marketing composition; different competitive aids such as product, price, marketing communication and distribution
Industrial marketing, "Business-to-Business", interaction processes and network marketing of services, service management
Swedish market law

Type of Instruction

The course runs as a distance course with the help of computer and/or via distance-studio. After this, students work from home (or at the studio area) with obligatory computer tasks. Assignments are presented and commented on through electronic communication, among other things.

Examination

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

Assessment of student performance is carried out in the form of presentations of obligatory assignments and written tests at the end of every module.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The basis for grading is determined by how well the student fulfils the expected learning outcomes of the course.

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

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

Kotler, P. Armstrong, G. Parment, A. Principles of Marketing Swedish Edition. Harlow: Pearson Education Ltd. Ca 500 p. Latest edition.

Grönroos, C. Marknadsföring i tjänsteföretaget. Malmö: Liber Ekonomi. Latest edition.

Patel, R. Davidsson, B. Forskningsmetodikens grunder. Lund: Studentlitteratur. 149 p. Latest edition.

Svensson, C. A. Den svenska marknadsföringslagstiftningen. Lund: Studentlitteratur. 199 p. Latest edition.