



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE949 Internationell key account management, 7,5 högskolepoäng
1FE949 International Key Account Management, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2019-01-23

Revised 2022-12-05 by School of Business and Economics. Change of department.
The course syllabus is valid from spring semester 2023

Prerequisites

At least 15 credits completed courses in Business Administration G1N of which at least 7.5 credits marketing and English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- describe the skill required in the role of Key Account Manager and the strategic considerations that the role comprises
- explain when, where, how and why Key Account Management is a suitable strategy for managing interaction, relationships and networks in an international context
- apply knowledge of Key Account Management to plan and evaluate business activities in an international context

Content

The course contains:

- the role of Key Account Manager - with a focus on business acumen and leadership in an international context

- Key Account Management and industrial marketing - analysis of interaction, relationships and networks
- formulation and implementation of strategies for Key Account Management - market analysis, customer classification, value creation, planning, management and evaluation

Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. The teaching consists of self-studies, participation in compulsory web-based group exercises and individual written works. The course requires access to a computer and the internet. No compulsory meetings on campus are included.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course/module is examined through a project work (3 credits), two case studies (by 2 credits) and a written web-based examination (0.5 credits).

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.

Required Reading and Additional Study Material

Required reading

Cheverton, P. *Key Account Management*. Kogan Page. Latest edition. About 420 pages.

Additional study material

Scientific articles. About 200 pages.