



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE963 Robotar i Marknadsföring, 7,5 högskolepoäng

1FE963 Robots in 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 by School of Business and Economics 2023-05-29

The course syllabus is valid from spring semester 2024

Prerequisites

General entry requirements + English 6.

Objectives

After completing this course the student should be able to:

- Account for the principles and impact of robotics in marketing
- Evaluate the benefits and limitations of using robots in marketing, and compare them with traditional marketing methods
- Analyze the ethical and social implications of using robots in marketing
- Apply marketing research techniques to collect and analyse data on consumer attitudes and behaviors towards robots in marketing

Content

The course contains:

- Definition and brief history of robotics
- Overview of marketing and its evolution with the use of robots
- Different robots used in marketing
- Analysis of the impact of robots on various marketing activities
- Discussion of the ethical and social implications

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 lectures, case studies, seminars, projects and forum discussions. 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 is examined through a written exam 2 credits, a seminar - case study analysis 1 credit, a marketing plan project 2.5 credits, forum engagement 1 credit and a reflection paper 1 credit.

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.

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 in regular carried out anonymously.

Required Reading and Additional Study Material

Required literature

Pettinico, G. & Milne, G. R. (2020) *The coming age of robots?: implications for consumer behavior and marketing strategy*. New York, New York: Business Expert Press.

Voss, L. (2021) *More Than Machines?: The Attribution of (In)Animacy to Robot Technology*. [Online]. Bielefeld: transcript Verlag.

Additional study material

Scientific articles. About 400 pages.