



## Course syllabus

Organisational Committee

Department of Marketing and Tourism Studies

2FE03E Ämnesfördjupande arbete, marknadsföring, 15 högskolepoäng

2FE03E Subject profounding work, Marketing, 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2E

### **Date of Ratification**

Approved 2009-06-17

Revised 2022-12-05 by Organisational Committee. Change of department.  
The course syllabus is valid from spring semester 2023

### **Prerequisites**

In order to be admitted to the course students have to have passed 105 higher education credits (out of 120) of the basic two years on the Business Administration and Economics Programme, and to have participated in 30 higher education credits within the specialization on the Business Administration and Economics Programme. Furthermore the students have to have participated in the course Research Methodology in Business Administration, 7,5 higher education credits.

## Objectives

- Problematized knowledge of limited theoretical and empirical problems; to independently formulate a research question, use scientific research methods, collect and analyse data, to critically discuss research reports, independently write and present a thesis.

## Content

The course is based on a series of seminars about the students's reports during the process of writing a thesis. The work with the thesis includes definition and formulation of a research question, writing a report about the research work and critically discusses

and analyse other students' thesis material.

### **Type of Instruction**

The teaching consists of seminars and tutoring. Participation/attendance at the seminars is compulsory.

### **Examination**

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

The examination consists of an evaluation of the thesis and the oppositions the student is writing during the process.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

### **Course Evaluation**

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

### **Required Reading and Additional Study Material**

#### **Required reading**

The literature will be selected together with the examiner