



## Course syllabus

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

2FE054 Kommunikation företag till konsument - värdeskapande relationer, 30 högskolepoäng

Communication Business to Consumers - value-creating relations, 30 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G2F

**Date of Ratification**

Approved by the Board of the School of Business and Economics 2011-03-04

Revised 2011-06-13. Reading list revised

Revised due to translation into English.

The course syllabus is valid from autumn semester 2011

**Prerequisites**

105 ects credits on the marketing program

### Expected learning outcomes

**Perspectives on value creating customer relations, 5 credits**

After finished course the student is expected to understand

- Perspectives on value creating relations.
- Identify the influence of different perspectives in the view on value creating relations.
- Selected perspectives on value creating relations.
- The influence of different perspectives
- How different perspectives influences the research process

**Branding for value creating relations, 6 credits**

After finished course the student is expected to understand

- The Brand as a bearer and sender of messages.
- The Brand as a basis for value creating relations.
- Models of building brands (the brand platform).
- To communicate brand identity.
- The role of communication in the building of brand identity.
- The Brand as a basis for value creating relations.
- The role of the brand in the distribution.

- Retail branding.

**Marketing Communication for value creating relations, 6 credits**

After finished course the student is expected to understand

- Strategies to work with many channels to create value creating relations (B2B, C2C, B2C, C2B).
- Value creating relations on different markets, "communities" and contexts.
- Customer Relationship Management.
- Developing, combining and strategically choosing marketing activities in markets and "communities"
- How marketing can be managed to create value creating relations.
- Service logic as a basis for marketing.
- Customer Relationship Management.

**Experiences - the marketing of the senses, 6 credits**

After finished course the student is expected to understand

- The possibility to communicate with all senses.
- Analysis of the sensory experiences of consumers.
- Analysis of suitable senses to communicate with.
- That consumption is an experience.
- To communicate with all senses.

**Integrating semester project, 7 credits**

After finished course the student is expected to understand

- How branding, communication and experiences depend on each other.

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

Retail branding

After finished course the student is expected to be able to apply



## Content

### **Perspectives on value creating customer relations, 5 credits**

- The influence of different perspectives on research and relations.

### **Branding for value creating relations, 6 credits**

- The brand in communication.
- Communication to build a brand identity.
- The brand as message bearer.
- The role of the brand in value creating relations.
- The role of the brand in distribution.
- Retail branding.
- "The shop in the shop".

### **Marketing Communication for value creating relations, 6 credits**

- Value creating relationships to firms and customers.
- Broadcasting and value creating relationships (B2C)
- Narrowcasting and value creating relationships (B2C, C2B)
- Contextualising value creating relationships.
- Business partners in value creation (B2B).
- Customer to customer interactivity in value creation (C2C).
- Channel strategy for value creating relationships.
- Strategies to work with many channels to create value creating relationships (B2B, C2C, B2C, C2B).
- Customer Relationship Management.

### **Experiences - the marketing of the senses, 6 credits**

- Consumption is experience.
- The sensory experience of the consumers.
- Communication with all senses.

## Type of Instruction

Problem based learning, mainly through working with case based papers in seminary form. Active participation is demanded at seminars where case papers are presented and discussed. Participation in tasks and seminars are obligatory, as also the preparation for these. The course literature is introduced in lectures and examined in queries.

## Examination

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

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises. 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. 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.

## Course Evaluation

A written course evaluation is done and is collected into a report that is archived at the institution. The result and if actions are taken is presented to the students at the next instance of the course or in another way that the course responsible finds suitable. Other forms of evaluation as e.g. continuously during the course or talks with the students are used and encouraged with the aim of guaranteeing continuous quality improvement.

## Required Reading and Additional Study Material

### **Obligatory literature**

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**Perspectives on value creating customer relations, 5 credits**

- Jaquette, D. (latest ed.), "Ontology", Acumen publishing, 352 pp, latest ed.
- Burger & Luckman, The social construction of reality, 216pp., latest ed.
- Popper, K. R., "The Logic of Scientific Discovery", Routledge, 513 pp, Latest edition

**Branding for value creating relations, 6 credits**

- Grönroos, C. (latest ed.), "Service Management and Marketing - Customer Management in Service Competition", John Wiley & Sons, Chichester, England, 483 pp, latest ed.
- Hatch M.J. & Schultz, M. "Taking Brand Initiative", Jossey-Bass, 266 pp, latest ed.
- Van Tongegren, M. (latest ed.), "Retail Branding", BIS Publisher, 159 pp, latest ed.

**Marketing Communication for value creating relations, 6 credits**

- Darr, A. (latest ed.) "Selling Technology: The Changing Shape of Sales in an Information Economy", Cornell University, Ithaca, 138 pp, latest ed. [ask Peter]
- Lovelock, C. & Wirtz, J., Service Marketing - People, technology, strategy, Pearson, 648 pp, Latest ed.
- Li, C. & Berhoff, J. (latest de.), "Groundswell: Winning in a world transformed by social technologies", Harvard Business Press, Boston, Massachusetts, 242 pp, latest ed.

**Experiences - the marketing of the senses, 6 credits**

- Pine II, B. J. & Gilmore, J.H. The Experience Economy, Harvard, 247 pp, latest ed.
- Hultén, B. Broweus, N. & van Dijk, M. (latest ed.), "Sensory Marketing", Palgrave Macmillan, London, 183 pp, latest ed.

**For all modules**

- ELNU, Articles, 400 pp, obligatory
- ELNU, Articles, 600 pp, optional

The students must be aware that during the whole semester they will be working with an integrating project for which all course literature is needed.