



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 2012-05-30

The course syllabus is valid from autumn semester 2012

Prerequisites

105 ects credits on the marketing program

Objectives

Perspectives on value creating customer relations

After finished course the student is expected to:

- Take into consideration perspectives on value creating relations
- Distinguish between the influences of different perspectives in the view on value creating relations
- Account for how different perspectives influences the research process

Marketing Communication for value creating relations

After finished course the student is expected to:

- Identify how marketing can be formed to create value creating relations
- Account for evaluation of customer relations
- Combine suitable value perspectives with relevant customer relations

Experiencing the company

After finished course the student is expected to:

- Explain the brand as a carrier and sender of a message

- Depict the brand a basis for value creating relations
- Communicate brand identity
- Account for the role of communication in the building of brand identity
- Explain consumption as an experience
- Plan suitable sensory experiences in relation to a company's communication

Semester project

After finished course the student is expected to:

- Develop an integrated value system

Content

Perspectives on value creating customer relations:

The influence of different perspectives on research and relations

Marketing Communication for value creating relations

Value creating relationships to firms and customers

- Mass communication and value creating relationships (B2C)
- One-on-one communication 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)

Experiencing the company:

The brand in communication

Communication to build a brand identity

- The brand as message bearer
- The role of the brand in value creating relations

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 seminars. Active participation is demanded at seminars where case papers are presented and discussed. Participation in tasks and seminars are mandatory, as is the preparation for these. The course literature is introduced in lectures and examined in written exams.

The course is held in English.

Examination

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

Written examinations, written papers.

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

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principles for

grades to the course grade according to the principles in the document "Kvalitet i betygsrapportering dnr 2011/160".

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5 to 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 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

Perspectives on value creating customer relations

Berger P. & Luckmann T. *The social construction of reality*, 216pp., latest ed.

Marx, K. *A Contribution to the Critique of Political Economy*, 320 pp, latest ed.

Popper, K. R. *The Logic of Scientific Discovery*, Routledge, 513 pp, latest ed.

Marketing communication for value creating relations

Evans, D. & Bretton, S. *Social media marketing - an hour a day*, Sybex, 406 pp, latest ed.

Li, C. & Berhoff, J. *Groundswell: Winning in a world transformed by social technologies*, Harvard Business Press, 242 pp, latest ed.

Experiencing the company

Grönroos, C. *Service Management and Marketing - Customer Management in Service Competition*, John Wiley & Sons, 483 pp, latest ed.

Hatch, M.J. & Schultz, M. *Taking Brand Initiative*, Jossey-Bass, 266 pp, latest ed.

Hultén, B. Broweus, N., & van Dijk, M. *Sensory Marketing*, Palgrave Macmillan, 183 pp, latest ed.

Pine II, B. J. & Gilmore, J.H. *The Experience Economy*, Harvard, 247 pp, latest ed.

ELNU, Articles, 400 pp, mandatory

ELNU, Articles, 600 pp, optional