



## Course syllabus

School of Business and Economics

Department of Marketing

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 2011-03-04

Revised 2014-05-28 by School of Business and Economics. Reading list revised. Also general revision and update of standard texts.

The course syllabus is valid from autumn semester 2014

### **Prerequisites**

Minimum 80 credits Business Administration of which 55 credits should be with focus on marketing. Courses in Economics, Statistics (including time studies and regression analysis), and law should also be completed.

## Objectives

### **Module 1: Perspectives on Value-creating Customer Relations, 7.5 credits**

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

- account for different 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

### **Module 2: Marketing Communication for Value-creating Relations, 7.5 credits**

After finished course the student is expected to be able 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

### **Module 3: Experiencing the Company, 7.5 credits**

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- explain consumption as an experience
- analyze suitable sensory experiences in relation to a company's communication
- explain how a company can create an experience

#### **Module 4: Semester Project, 7.5 credits**

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

- search for, gather, evaluate and critically interpret the relevant information

### Content

The course contains the following modules:

#### **Module 1: Perspectives on Value-creating Customer Relations, 7.5 credits**

The module contains:

- the influence of different perspectives on research and relations

#### **Module 2: Marketing Communication for Value-creating Relations, 7.5 credits**

The module contains:

*Value-creating relationships to firms and customers*

- mass communication and value-creating relationships
- one-on-one communication and value-creating relationships

*Contextualising Value-creating Relationships*

- business partners in value creation
- customer-to-customer interactivity in value creation

*Channel strategy for value-creating relationships*

- strategies to work with many channels to create value-creating relationships
- consider conditions on the international market

#### **Module 3: Experiencing the Company, 7.5 credits**

The module contains:

- consumption is experience
- creation of an experience
- the sensory experience of the consumers
- communication with all senses

#### **Module 4: Semester Project, 7.5 credits**

The module contains:

- research literature review conducted within the field of one of the other three modules

### 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. Obligatory parts are stated in the schedule. The course literature is introduced in lectures.

### Examination

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

THE COURSE IS ASSESSED WITH THE GRADES FAIL (U), PASS (G) OR PASS WITH DISTINCTION (VG).

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

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

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. Students that do not pass reports can complement after consultation with the examiner.

### Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

### Required Reading and Additional Study Material

#### Required reading

#### **Module 1: Perspectives on Value-creating Customer Relations, 7.5 credits**

Berger, P. & Luckmann, T. *The social construction of reality*. Penguin Books Ltd. Latest edition. 216 pages.

Bryman, A. & Bell, E. *Business Research Methods*. Oxford University Press. Latest edition. 765 pages.

Popper, K. R. *The Logic of Scientific Discovery*. Routledge. Latest edition. 513 pages.

#### **Module 2: Marketing Communication for Value-creating Relations, 7.5 credits**

Evans, D. & Bretton, S. *Social media marketing - an hour a day*. Sybex. Latest edition. 406 pages.

Li, C. & Berhoff, J. *Groundswell: Winning in a world transformed by social technologies*. Harvard Business Press. Latest edition. 242 pages.

Scientific Articles, about 500 pages.

#### **Module 3: Experiencing the Company, 7.5 credits**

Grönroos, C. *Service Management and Marketing - Customer Management in Service Competition*. John Wiley & Sons. Latest edition. 483 pages.

Hultén, B., Broweus, N. & van Dijk, M. *Sensory Marketing*. Palgrave Macmillan. Latest edition. 183 pages.

Pine II, B. J. & Gilmore, J. H. *The Experience Economy*. Harvard. Latest edition. 247 pages.

Scientific Articles, about 500 pages.

**Module 4: Semester Project, 7.5 credits**

Scientific Articles, about 1000 pages.