



## Course syllabus

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

2FE07E Examensarbete, marknadsföring, 15 högskolepoäng  
Thesis, Marketing, 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2E

### **Date of Ratification**

Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

### **Prerequisites**

Business Administration 1-90 higher education credits including Research Methodology in Business Administration, 7,5 higher education credits, and Basic Marketing, 7,5 higher education credits. 61-90 higher education credits must be courses in marketing on G2-level, or equal

## Expected learning outcomes

- 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' 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 in 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