



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 the Board of the School of Business and Economics 2009-06-

Revised 2010-06-24. Revision to clarify the prerequisites and grading (standardization of the text).

The course syllabus is valid from spring semester 2011

Prerequisites

Business Administration 1 90 credits and Research Methodology in Business Administration 7.5 credits. The 90 credits in Business Administration should include Basic Marketing 7.5 credits and 30 credits on the G2F-level with a focus on marketing.

Expected learning outcomes

-
-
- 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

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.

Results are graded using one of the terms Passed with distinction (80-100%), Pass (60-79%) or Fail (0-59%), and A-F according to the ECTS scale.

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