



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

2FE07E Examensarbete, marknadsföring, 15 högskolepoäng

2FE07E 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 2009-06-17

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **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.

## Objectives

- 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.

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