



Course syllabus

School of Business and Economics
Department of Marketing

2FE150 Värdeskapande, 30 högskolepoäng
Value Creation, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by School of Business and Economics 2014-10-01

The course syllabus is valid from autumn semester 2015

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: Perspectives, 7.5 credits

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

- distinguish between the influences of different perspectives on the research process
- account for how different perspectives affect social science research
- contrast different perspectives

Module: 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
- illustrate for value creation of customer relations in a virtual context
- identify marketing communication in an internet environment

Module: Experiencing the Company, 7.5 credits

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

- 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: Semester Project, 7.5 credits

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

- search for, gather, evaluate and critically interpret relevant literature

Content

The course contains the following modules:

Module: Perspectives, 7.5 credits

The module contains:

- the influence of different perspectives on research

Module: 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
- precision marketing and value-creating relations

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: 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: Semester Project, 7.5 credits

The module contains:

- research literature review conducted within a given field

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 is mandatory, as is the preparation for these. The course literature is introduced in lectures. Mandatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

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

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

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.

Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps 2FE054 with 30 credits.

Required Reading and Additional Study Material

Required reading

Module: Perspectives, 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.

Scientific articles. About 500 pages.

Module: 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: 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: Semester Project, 7.5 credits

Scientific articles, about 1000 pages.