



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 2014-10-01

Revised 2019-03-18 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2018

Prerequisites

Students applying for the course within the Marketing Program need to have successfully completed 105 of 120 credits from the first two years of the program.

alternatively,

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 module 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 module 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 module 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 module 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 as 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. Mandatory parts are stated in the schedule.

Examination

Examination

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

Module: Perspectives, 7.5 credits

The module is assessed through a written exam.

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

The module is assessed through a written paper that is treated in seminars and a written exam.

Module: Experiencing the Company, 7.5 credits

The module is assessed through a written paper that is treated in seminars and an oral exam.

Module: Semester Project, 7.5 credits

The module is assessed through a written paper that is treated in seminars.

The following concerns all modules:

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 module at the latest.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds 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

Bell, E., Bryman, A. & Harley, B. *Business Research Methods*. Oxford University Press. Latest edition. About 640 pages.

Berger, P. & Luckmann, T. *The Social Construction of Reality*. Penguin Books Ltd. Latest edition. About 220 pages.

Popper, K. R. *The Logic of Scientific Discovery*. Routledge. Latest edition. About 510 pages.

Scientific articles. About 500 pages.

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

Kotler, P., Kartajaya, H. & Setiawan, I. *Marketing 4.0. Moving from Traditional to Digital*. New Jersey: John Wiley Sons Inc. Latest edition. About 180 pages.

Tuten, T.L. & Solomon, M.R. *Social Media Marketing*. London: SAGE Publications Ltd. Latest edition. About 330 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. About 480 pages.

Hultén, B., Broweus, N. & van Dijk, M. *Sensory Marketing*. Palgrave Macmillan. Latest edition. About 180 pages.

Pine II, B. J. & Gilmore, J. H. *The Experience Economy*. Harvard. Latest edition. About 250 pages.

Scientific articles. About 500 pages.

Module: Semester Project, 7.5 credits

Scientific articles. About 1000 pages.