



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 2021-02-11 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2021

Prerequisites

Students applying for the course within the Marketing Programme need to have 52.5 credits passed in following courses:

- From the Perspective of the Customer, 30 credits.
- The Offering, 30 credits.

and English B/English 6, or the equivalent.

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 be completed.

Objectives

Module: Perspectives, 7.5 credits

After completing this module the student should 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 completing this module the student should be able to:

After completing this module the student should 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 completing this module the student should 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 completing this module the student should be able to:

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

Content

Module: Perspectives, 7.5 credits

Module contains:

- the influence of different perspectives on research

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

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

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

Module contains:

- research literature review conducted within a given field

Type of Instruction

The following applies to all modules:

The teaching consists of lectures and seminars. Dates for compulsory elements are

stated in the schedule.

Examination

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

Module: Perspectives, 7.5 credits

The module is examined through a written examination.

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

The module is examined through a written assignment and a written examination.

Module: Experiencing the Company, 7.5 credits

The module is examined through a written assignment and an oral examination.

Module: Semester Project, 7.5 credits

The module is examined through a written assignment.

The following applies to 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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the module at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. 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. *Social Media Marketing*. London: SAGE Publications Ltd. Latest edition. About 460 pages.

Scientific articles. About 500 pages.

Module: Experiencing the Company, 7.5 credits

Grönroos, C. *Service Management and Marketing*. 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.