



Course syllabus

School of Business and Economics

Department of Marketing

2FE172 Företagsbaserat projektarbete - marknadsföring och försäljning, 15 högskolepoäng

Company Based Project Work - Marketing and Sales, 15 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 2016-05-18

The course syllabus is valid from autumn semester 2016

Prerequisites

105 credits within ISM International Sales and Marketing with a minimum of 60 credits within business administration

Objectives

After completed course the student should be able to:

- formulate and critically discuss questions related to and relevant for a delimited reality-based sales- and/or marketing problem (must be related to a company/an organization working with b2b business-to-business markets/customers)
- plan and conduct a sales- and/or marketing project in a real company/a real organisation (must be related to a company/an organization working with b2b business-to-business markets/customers)
- search and select applicable theory and apply logistics knowledge on a real problem
- critically discuss empirical data in relation to the selected theory
- report in written form and present and discuss findings in different contexts (in seminars and at the company)

Content

The course consists of:

- project work at a company/within an organization about 2,5 working days/week (20 hours) for the duration of a full semester
- the project work is derived from an identified problem within the company/organization (must be related to a company/organization working

company/organization (must be related to a company/an organization working with b2b business-to-business markets/customers)

- problem discussion, delimitation and practical planning of activities
- literature search and literature review
- data collection and analysis

Type of Instruction

Problem-based learning with tutoring and seminars. The seminars will be on campus and online. Obligatory parts are stated in the schedule.

Examination

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

The course is graded by continuous follow-ups, written reports and seminars.

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

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.

Other

Specific course instructions are distributed to students in the form of a course PM. The project must be approved by the examiner before the start of the course period. The student must have an assigned tutor at the company/workplace and an assigned tutor from the Linnaeus University.

Required Reading and Additional Study Material

The literature is selected based on each project together with the tutor.