



Course syllabus

School of Business and Economics

Department of Marketing

2FE418 Business Marketing, 7,5 högskolepoäng

Business Marketing, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2012-10-19

Revised 2014-06-25 by School of Business and Economics. Literature list revised.

Standard texts updated.

The course syllabus is valid from autumn semester 2014

Prerequisites

In order to be admitted to the course, the applicant will need to have successfully completed 105 of 120 credits from the first two years of the Business Administration and Economics Programme

Objectives

On the completion of the course students should be able to:

- describe and analyse the characteristics of business-to-business markets
- describe and analyse inter-organizational relationships and networks
- describe and explain how actors in the business-to-business market can manage their relationships and networks
- describe and analyze business-to-business marketing and purchasing
- analyse a real business situation by applying the theories learnt in the course and report the results and recommendations in a professional way

Content

The course contains:

- business-to-business marketing with a relationship perspective
- business-to-business networks, their structure, content and importance from a network perspective
- industrial purchasing and sales
- project marketing

Type of Instruction

Lectures, group work and seminars. Mandatory parts are stated in the schedule.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination of the course is done continuously during the entire course period.

Assessment of the student's attainments is carried out through written individual exam, written papers and assignments performed in groups. Active participation in mandatory course activities are required for a pass grade.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year. Students that do not pass reports can complement according to instructions from the examiner.

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.

Required Reading and Additional Study Material

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. *Managing Business Relationships*. Wiley: Chichester. 238 p. Latest edition.

Scientific articles, app. 300 pages.

Additional literature is chosen in consultation with the examiner, app. 400 p.