



Course syllabus

School of Business and Economics
Department of Marketing

2FE419 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 by School of Business and Economics 2013-03-26
The course syllabus is valid from autumn semester 2013

Prerequisites

Business Administration 1-60 credits, whereof at least 22.5 credits are in Marketing or equivalent.

Objectives

At the end 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

Relationship perspective: Manage relationships with other actors in the business-to-business market;

Network perspective: Business relationships and networks, their structure, content and importance;

Business-to-business marketing and purchasing;

Project marketing and purchasing

Type of Instruction

Lectures, group work, and seminars.

Examination

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

- Conceptual paper: Team work in which students write a conceptual paper on a topic from the course literature. The papers will be discussed at a seminar.
- Analysis of industrial marketing and purchasing: Teamwork in which students write an analysis of project marketing and purchasing
- Final exam: written exam based on the course literature.
- Writing assignment: compose and discuss.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. 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 expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160". A degree project that is not assessed to possibly fulfill the requirements at the final tutoring is recommended not to be treated at the originally scheduled final seminar. The thesis has to be reassessed at a new final review and considered fulfilling the necessary requirements in order to be presented at a later final seminar.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated by the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Daniel, M., Naudé, P., Salle, R. och Valla, J-P. (2002). *Business-to-business marketing*. 2. ed. Basingstoke: Palgrave Macmillan. 469 p.

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. (2011). *Managing Business Relationships*. 3rd edition. Wiley: Chichester. 238 p.

A collection of scientific articles, ca. 250 pages.