



Course syllabus

School of Business and Economics

Department of Marketing

2FE431 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 2014-10-15

The course syllabus is valid from autumn semester 2015

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 or Business Administration I-II, 60 credits whereof at least 15 credits in Marketing and English B/ English 6, or equivalent.

Objectives

After completing the course the student is expected to 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 analyse 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 A, B, C, D, E, Fx or F.

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.

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

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

Obligatory literature

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

Scientific articles, approx. 300 pages.

Additional literature is chosen in consultation with the examiner, approx. 400 pages.