



## Course syllabus

School of Business and Economics  
Department of Marketing

2FE506 Företagsekonomi III - marknadsföring, 15 högskolepoäng  
Business Administration III - Marketing, 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 2014-10-29

The course syllabus is valid from autumn semester 2015

### **Prerequisites**

Business Administration I-II, 60 credits whereof at least 22.5 credits Marketing or the equivalent.

## Objectives

MODULE 1 Sensory Marketing, 6 credits

After completing the module the student is expected to be able to:

- discuss and analyse how the concepts customer, and sensory, experiences can be perceived in theory and practice from both a business and consumer perspective
- account for the components included in an analysis of how customer and sensory experiences can be applied and developed in a company
- describe, apply and analyse the five stages that are included in an analysis of consumers' customer and sensory experiences
- identify, describe and analyse how customer and sensory experiences can form the basis of a business's short and long term marketing
- develop and suggest marketing strategies for customer and sensory experiences in both goods and service providing businesses
- discuss and problematize what distinguishes sensory marketing from traditional marketing of goods and services on the consumer market

MODULE 2 Service logic and value-creation within service and trade, 6 credits

After completing the module the student is expected to be able to:

- describe, analyse and explain service logic as a dominating basis for consumer-oriented marketing
- discuss and clarify the development, character and importance of relationship marketing
- analyse and problematize the role, development and character of the service sector
- describe and analyse the concept service management related to value-creation, quality, productivity as well as traditional and virtual service landscape
- discuss and problematize front-personnel and the customer as resources in service processes and value-creation
- apply theory within “service management” in order to manage and solve problems in marketing as well as account for and discuss conclusions with different parties

### MODULE 3 Language and Concepts in Marketing, 3 credits

After completing the module the student is expected to be able to:

- identify and account for the role, function and power of language in theory, as well as in the everyday language game
- reflect over and communicate the importance of concept and concept formation in marketing, partly in literature and research within the field, and partly in the everyday language
- clarify and reflect over the connection between knowledge, understanding and language
- identify and reflect over the structure and organisation of texts

## Content

### MODULE 1 Sensory Marketing, 6 credits

The course contains:

- sensory marketing and customer experiences; their importance for business and consumers in the binary society
- individualisation as a lifestyle and the brand name’s importance from both a business and consumer perspective
- the importance of Customer Relationship Management (CRM) in relation to sensory marketing
- sensory expressions, sensations and sensory experiences related to the human brain and the five senses
- the experience concept as an expression for the senses, character and the ultimate sensory experience

### MODULE 2 Service logic and value-creation within service and trade, 6 credits

The course contains:

- service logic as a central starting point for marketing
- customer Relationship Management (CRM); its role and function in organisations’ marketing; relationship marketing and relationship management on different planes and from different perspectives, with primary focus on the consumer sector
- relationship marketing’s fundamental character and development
- the service sector’s role and growth in society
- service management with focus on the consumer sector, the service concept, service branding and experiences as key concepts
- the importance of interactive and process-related features in marketing, such as features of more traditional character, service quality and productivity;

- consistently with primary focus on consumer services
- different types of delivery systems and their connection to customers/consumers and marketing; service production and the importance of different types of events, role of personnel
- service landscape, physical environment and technical equipment
- the customer/consumer as a contributing actor, segmentation and target-group analysis
- service development, new solutions and possibilities

### MODULE 3 Language and Concepts in Marketing, 3 credits

The course contains:

- the everyday role and function of language in literature and in research
- concept and concept formation
- language's connection to knowledge and understanding
- structure and organisation of texts

### Type of Instruction

Teaching is in the form of lectures, seminars, as well as supervision and instructions in connection with individual or group-based assignments. Participation in and preparation for seminars and meetings is obligatory. 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 examined through a written exam, reports (individually and in groups), oral presentations and active participation in 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

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

#### Required reading

MODULE 1 Sensory Marketing, 6 credits

#### Obligatory literature

Hultén, B. *Sinnesmarknadsföring: Teoretiska och empiriska utgångspunkter*. Lund: Studentlitteratur. Latest edition. About 450 pages.

Nordfält, J. *Marknadsföring i butik: Om forskning och branschkunskap i detaljhandeln*. Malmö: Liber. Latest edition. About 290 pages.

Schmitt, B. *Customer Experience Management – A revolutionary approach to connecting with your customers*. New Jersey: John Wiley & Sons. Latest edition. About 240 pages.

Underhill, P. *Why We Buy – Shopping som vetenskap*. Västerås: Forma Publishing Group. Latest edition. About 200 pages.

Scientific articles, about 90 pages.

MODULE 2 Service logic and value-creation within service and trade, 6 credits

### **Obligatory literature**

Grönroos (Swedish or English version acceptable):

Grönroos, C. *Service management och marknadsföring*. Malmö: Liber. Latest edition. Selected parts about 420 pages.

Grönroos, C. *Service Management and Marketing - Customer Management in Service Competition*. Chichester, England: John Wiley & Sons, Ltd. Latest edition. Selected parts about 420 pages.

Gummesson, E. *Total Relationship Marketing*. Oxford: Butterworth-Heinemann LTD. Latest edition. About 375 pages.

Wilson, A., Zeithaml, A. & Bitner, M. J. *Services Marketing: Integrating Focus across the Firm*. New York, NY: McGraw-Hill Publishing Co. Latest edition. Selected parts about 350 pages.

Scientific articles, about 90 pages.

Essay material, about 120 pages.

### **Reference literature**

Bruhn, M. *Relationship Marketing – Management of Customer Relations*. Harlow, England: Financial Times Prentice Hall. Pearson Education Lim. Latest edition. About 290 pages.

Bruhn, M. & Georgi, D. *Service marketing: managing the service value chain*. Harlow, England; New York: Financial Times Prentice Hall. Latest edition. About 480 pages.

Echeverri, P. & Edvardsson, B. *Marknadsföring i tjänsteekonomin*. Lund: Studentlitteratur. Latest edition. About 530 pages.

Normann, R. *Service Management – Ledning och strategi i tjänsteproduktion*. Malmö: Liber ekonomi. Latest edition. About 200 pages.

Storbacka, K. & Lehtinen, J.R. *CRM, Customer Relationship Management*. Malmö: Liber. Latest edition. About 200 pages.

MODULE 3 Language and Concepts in Marketing, 3 credits

### **Obligatory literature**

Lindberg-Repo, K. & Grönroos, C. (2004). Conceptualising communications strategy from a relational perspective. *Industrial Marketing Management*, No. 33, pp 229-239.

Moorthi, Y.L.R. (2002) An approach to branding services. *The Journal of Services Marketing*, 16, No. 3, pp 259-274.

Essay material, about 120 pages.

### **Reference literature**

Scientific articles, about 200 pages.