



## Course syllabus

School of Business and Economics

Department of Marketing

2FE508 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 2019-06-20

The course syllabus is valid from spring semester 2020

### **Prerequisites**

At least 60 credits in business administration, 30 credits on G1N and 30 credits on G1F, of which at least 22.5 credits within marketing or the equivalent. English B/English 6 or the equivalent.

## Objectives

### **Module 1: Service Logic and Value-creation, 7.5 credits**

After completing this module the student should be able to:

- motivate, explain, and analyze service logic as part of a consumer oriented marketing strategy in the experience economy
- explain and analyze service marketing, value creating processes, quality, productivity in traditional as well as digital service landscapes
- discuss and problematize front personal and customers as a) resources in the service process and value creation and b) participators in physical and digital servicescapes
- apply relevant theories to manage and solve problems in the course's area

### **Module 2: Sensory Marketing, 7.5 credits**

After completing this module the student should be able to:

- analyse and problematize the differences between sensory marketing and traditional marketing of goods and services in different marketing contexts
- explain, analyze and problematize how sensory marketing can be used to create value for consumers and firms
- identify and analyze how multisensory experiences impact cognition, emotion and purchasing behaviors in physical and digital servicescapes

- analyze existing servicescapes, processes and brands from a sensory marketing perspective
- apply relevant theories to manage and solve problems in the course

## Content

### **Module 1: Service Logic and Value-creation, 7.5 credits**

The module contains:

- service logic as base for marketing
- service management, service concept, and value creating processes
- service production, service quality, and productivity: interaction and processes
- servicescape, physical environment and equipment, and digitalization
- front personell's role in the physical and the digital servicescapes
- consumers as co-creators of value

### **Module 2: Sensory Marketing, 7.5 credits**

The module contains:

- sensory marketing and customer experiences; their meaning for the firm and consumers for creating value
- the human senses
- sensory experiences as a part of the brand identity and the atmosphere in retail contexts
- sensory cues and their impact on sensation, perceptions, emotions and behaviors
- brand experiences
- the multisensory interplay in a servicescape

## Type of Instruction

### **The following applies to all modules:**

The teaching consists of lectures, seminars, as well as supervision and instructions in connection with individual or group-based assignments. Compulsory elements include seminars. Dates for compulsory elements are stated in the schedule.

## Examination

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

### **Module 1: Service Logic and Value-creation, 7.5 credits**

The module is examined through an individual report and a group report which is presented orally at a seminar. Opposition and defence is also part of the examination.

### **Module 2: Sensory Marketing, 7.5 credits**

The module is examined through a home exam, report and oral presentation at a seminar.

### **The following applies to all modules:**

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. 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 the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due

to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

### Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

### Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 2FE505:1,2. 2FE506:1,2. 2FE507:1,2. 2FE530:1,2. 2FE531:1,2 2FE911 with 100% each.

### Required Reading and Additional Study Material

#### **Module 1: Service Logic and Value-creation, 7.5 credits**

##### **Required Reading**

Grönroos (Swedish or English version acceptable):

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

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

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

Scientific articles, about 90 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 tjänsteekonomi*. Lund: Studentlitteratur. Latest edition. About 530 pages.

Gummesson, E. *Total Relationship Marketing*. Oxford: ButterworthHeinemann LTD. Latest edition. About 380 pages.

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

Short, C. *Service Marketing Management*. Clanrye Interational. Latest edition. About 230 pages.

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

Wirtz, J. *Essentials of Service Marketing*. Harlow: Pearson. Latest edition. About 250 pages.

## **Module 2: Sensory Marketing, 7.5 credits**

### **Required Reading**

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

Krishna, A. *Customer Sense: How the five senses influence buying behavior*. UK: Palgrave Macmillan. Latest edition. About 200 pages.

Scientific articles. About 200 pages.

### **Reference literature**

Hultén, B. , Broweus, N. och van Dijk, M. *Sinnesmarknadsföring*. Malmö: Liber. Latest edition. About 180 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.