



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

2FE55E Företagsekonomi III - marknadsföring, inklusive examensarbete, 30 högskolepoäng

2FE55E Business Administration III - Marketing, including thesis, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2E

Date of Ratification

Approved 2009-05-05

Revised 2022-12-05 by School of Business and Economics. Change of department

The course syllabus is valid from spring semester 2023

Prerequisites

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

Objectives

MODULE 1 Marketing - Service Logic, Sensory Experiences and Relations

The course consists and is formed of three parts. The first two are the centre and are worth 6 credits each. The third part is worth 3 credits and, in different ways, supports the first two parts.

PART 1 Sensory Marketing

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

- discuss and analyse how the concepts customer, and sensory, experiences can be determined in both theory and practice from both business and consumer perspectives;

- account for the components that are included in an analysis model concerning the ways in which customer, and sensory, experiences can be applied and developed in a business;
- describe, apply and analyse the five steps 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 for a business's marketing in both short and long-term;
- develop and suggest marketing strategies for customer and sensory experiences in both goods and service producing businesses;
- discuss and problematize what it is that distinguishes sensory marketing from traditional marketing of goods and services on consumer markets.

PART 2 Service logic and value creation within business

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

- reflect over service logic as a dominant basis for consumer-oriented marketing
- identify and communicate the importance of relations in primary consumer-related organisations' marketing on different levels and from different perspectives
- reflect over and clarify relevant elements in organisation's relationship management; Customer Relationship Management (CRM) with primary focus on consumer services
- reflect over and understand the development, thinking and importance of relationship marketing
- account for the service sectors role, development and character in modern society
- clarify the concept 'service management' and deal with questions that relate to the consumer-oriented service sector, especially on the basis of service quality, productivity, varying types of service concepts and 'service branding'
- reflect over and communicate the commitment in 'experienced-related elements' that appears in today's society
- account for and understand the ingredients in marketing that, and with emphasis on interactive elements, specifically appear within the field of trade and service
- clarify the role of the delivery process and personnel's key function in various consumer-related service systems
- clarify and understand customer/consumer in the role of participating actor, as well as the key role that segmentation and target-group thinking can take
- identify the importance of different types of service landscapes, with primary connection to physical environment, equipment, IT and new technical possibilities

PART 3 Language and Concepts in Marketing

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

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

- identify and reflect over the structure and organisation of texts

MODULE 2 Independent Work/Thesis, 15 credits

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

- account for and understand the consequences of different perspectives in different types of studies, when choosing method and when writing reports/essays
- identify, demarcate and formulate a problem with scientific relevance
- communicate and motivate their choice of method and demonstrate an understanding for its consequences
- identify, compile, manage and clarify relevant empiricism, on the basis of the study area and the character of the problem question
- identify, elucidate and analyse the theoretical frame of reference that relates to the study question and problem
- analyse the results of a study and in an aware, independent and reflective manner be able to clarify different ingredients in it
- write and defend a scientifically based report/essay
- independently and actively carry out an opposition

Content

Course content is built on research within the subject area and its relation to a social-scientific context.

MODULE 1 Marketing - Service Logic, Sensory Experience and Relations, 15 credits

PART 1

Sensory Marketing

- Sensory marketing and customer experiences; their importance for business and consumers in the binary society;
- Individualisation as a lifestyle and the brand's importance from both a business and consumer perspective
- The importance of mass and micro marketing theories (CRM) in relation to sensory marketing as a concept and mindset;
- Sensory expressions, sensations and sensory experiences related to the human brain and the five senses;
- The experience concept as an expression for the human senses, character and the ultimate sensory experience;

PART 2

Service Logic and Value Creation within Service and Trade

- Service logic as a key basis 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 increase in society
- Service management with focus on the consumer sector, service concept, 'service

branding' and 'experience' as key concepts

- The importance of interactive and process-related elements in marketing, as well as elements of a more traditional character, service quality and productivity; run-through with primary focus on consumer services
- Different types of delivery systems and their connection to customer/consumer and marketing; service production and the importance of different types of events, personnel's role
- Service landscape, physical environment and technical equipment
- Customer/consumer as a participating actor, segmentation and target-group thinking
- Service development, new solutions and possibilities

PART 3

Language and Concepts in Marketing

- 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

MODULE 2 Independent Work/Thesis, 15 credits

- Thesis, which means to:
- independently identify, demarcate and formulate a problem with scientific relevance
- carry out a theoretically and empirically related study on these grounds
- communicate and discuss the study question in a degree project
- oppose against another degree project
- run-through different ingredients in the degree project as well as discuss standpoints concerning choice of perspective and attitude to method, empiricism, theory and text production
- group-based supervision and guidance in the writing of degree project, as well as in questions that are related to this assignment

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.

Examination

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

The course is examined through individual written examinations and through papers written in groups, as specified in course instructions. Examination also include oral presentation in a professional manner. Active participation in mandatory seminars is required for a pass grade.

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.

Module 2, Independent Work/Thesis, 15 credits is examined at a seminar where the thesis, within the framework for 'opposition', is presented and defended. Students are also obliged to act as opponent on another group thesis.

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 AF according to the ECTS scale.

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 to 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

MODULE 1 Marketing - service logic, sensory experiences and relations, 15 credits

PART 1

Sensory marketing

Obligatory literature

Hultén, B. , Broweus, N. och van Dijk, M. (2008). Sinnesmarknadsföring. Malmö: Liber. 183 p. ISBN 978-91-47-08710-5

Schmitt, B. (2003). Customer Experience Management – A revolutionary approach to connecting with your customers. New Jersey: John Wiley & Sons.

Underhill, P. (2006). Why We Buy – Shopping som vetenskap. Västerås: Forma Publishing Group

Selected scientific articles

PART 2

Service logic and value creation within service and trade

Obligatory literature

Books

The following by Grönroos can be read in both Swedish and English:

Grönroos, C. (2008): Service management och marknadsföring. Malmö: Liber. Selected parts ca 420 p. ISBN: 978-91-47-08861-4

Grönroos, C. (2007): Service Management and Marketing - Customer Management in Service Competition. Chichester, England. John Wiley & Sons, Ltd. Selected parts ca 420 p. ISBN -13: 978-0-470-02862-9 ISBN -10: 0-470-02862-9

Gummesson, E. (2008): Total Relationship Marketing. Oxford: Butterworth-Heinemann LTD, ca 376p, ISBN 9780750686334

Wilson, A. Zeithaml, A., Bitner, M. J.(2008) Services Marketing: Integrating Focus across the Firm. New York, NY: McGraw-Hill Publishing Co. Selected parts ca 350 p. ISBN 97800771107956

Scientific articles

Brodie, R.J. (2009): From goods to service branding: An integrative perspective. Marketing Theory. 9(1)

Grove, S., Fisk, R. och John, J. (2003): The future of services marketing – forecasts from ten service experts. The Journal of Services Marketing, 17, Iss. 2/3

Grönroos, C (2004): The relationship marketing process: communication, interaction, dialogue, value. The Journal of Business and Industrial Marketing. 19, Iss. 2

Lovelock, C. och Gummesson, E. (2004): Whither Services Marketing ? – In Search of a New Paradigm and Fresh Perspectives. Journal of Services Research. Aug; Vol. 7, No. 1.

Svensson, G. (2006): New aspects of research into service encounters and service quality. International Journal of Service Industry Management. Vol. 17, No. 3.

Vargo, S.L. och Lusch, R.F. (2004): Evolving to a New Dominant Logic for Marketing. Journal of Marketing. Vol 68, Jan.

Other aids

Coming articles and thesis material, lecture bases

Reference literature

Bruhn, M (2003): Relationship Marketing – Management of Customer Relations. Harlow. England: Financial Times Prentice Hall. Pearson Education Lim.

Bruhn, M & Georgi, D (2006). Service marketing: managing the service value chain. Harlow, England; New York: Financial Times Prentice Hall. 478p.

Echeverri, P och Edvardsson, B. (2002): Marknadsföring i tjänsteekonomi. Lund: Studentlitteratur

Normann, R. (2000): Service Management – Ledning och strategi i tjänsteproduktion. Malmö: Liber ekonomi

Storbacka, K och Lehtinen, J.R. (2000): CRM, Customer Relationship Management. Malmö: Liber

PART 3

Language and concepts in marketing

Obligatory literature

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

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

Coming articles and thesis material

Reference literature

Literature in part 2 above and in accordance with reference list in module 2

MODULE 2 Independent work/thesis, 15 credits

Identification and selection of literature are included as a sub-assignment in the thesis

Reference literature

Allwood, C. M. (red.) (2004): *Perspektiv på kvalitativ metod*. Lund: Studentlitteratur

Andersen, I. (1998): *Den uppenbara verkligheten*. Lund: Studentlitteratur

Booth, W.C., Colomb, G.G., och Williams, J.M. (2004): *Forskning och skrivande; konsten att skriva enkelt och effektivt*. Lund: Studentlitteratur

Bryman, A & Bell, E (2005): *Företagsekonomiska forskningsmetoder*; Malmö: Liber

Danermark, B., Ekström, M., Jakobsen, L. & Karlsson, J. (2003): *Att förklara samhället*. Lund: Studentlitteratur

Denzin, K. och Lincoln, Y.S. (ed.) (2005): *The Sage handbook of Qualitative Research*. London: Sage Publications

Eriksson, L-T. (2001): *Att utreda, forska och rapportera*. Malmö: Liber

Gummesson, E. (2000): *Qualitative Methods in Management Research*. Newbury Park, Cal. USA: Sage Publications Ltd.

Gustavsson, B. (red.) (2004): *Kunskapande metoder inom samhällsvetenskapen*. Lund: Studentlitteratur

Hartman, J. (2003): *Vetenskapligt tänkande, Från kunskapsteori till metodteori*. Lund: Studentlitteratur

Patton, M. (2001): *Qualitative Research and Evaluation Methods*. Newbury Park, Cal. USA: Sage Publications Ltd.

Thurén, T. (1998): *Tanken, språket och verkligheten*. Malmö: Liber

Yin, R. (2008): *Case Study Research*. Newbury Park. Cal.; Sage Publications