



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE124 Applied Marketing Analysis, 15 högskolepoäng

Applied Marketing Analysis, 15 credits

Main field of study

Business Administration

Subject

Business Administration

Level

Second cycle

Progression

A1N

Date of Ratification

Approved 2014-11-27.

Revised 2025-02-24. Minor revision of objectives, content, type of instructions, examination components, and literature.

The course syllabus is valid from autumn semester 2025.

Prerequisites

90 credits in Business Administration including a degree project and English 6, or equivalent.

Objectives

After completing this course the student should be able to:

- explore, analyze and apply information in a relevant and precise marketing context based on a scientific approach
- relate market analysis to a decision-making context in companies
- use the scientific method in the analysis of marketing problems

- account for basic strategy concepts and phenomena
- reflect upon academic processes

Content

Topics covered are:

- how to specify information needs in connection with marketing decision-making
- how to identify relevant information and sources of information in order to shed light on the conditions for marketing that are relevant to issues
- how to apply scientific method for analysis of market conditions
- how to convert analysis results into a basis for practical decision making
- strategy concepts and phenomenon

Type of Instruction

The teaching consists of lectures, workshops and seminars.

Examination

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

The course is examined through an individual written examination 5 credits, two written group work by 3 credits, an individual written assignment 1 credit and two individual oral examinations by 1 credit and 2 credits.

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Required reading

Whittington R., Angwin, D., Regner, P., Johnson, G., and Scholes, K. *Exploring strategy*. New York: Pearson. Latest Edition. About 800 pages.

Scientific articles. About 800 pages.

Reference literature

Bell, E., Bryman, A. & Harley, B. *Business Research Methods*. Oxford University

Press. Latest Edition. About 640 pages.