



Course syllabus

School of Business and Economics

Department of Marketing

4FE124 Applied Marketing Analysis, 15 högskolepoäng

Applied Marketing Analysis, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2014-11-27

Revised 2020-06-24 by School of Business and Economics. Changes in set of examination and small changes in objects and content.

The course syllabus is valid from spring semester 2021

Prerequisites

General entry requirements for second-cycle studies and specific entry requirements:

- Marketing, G1N/F, 30 credits in Marketing, or the equivalent
- English B/6, or the equivalent.

Objectives

After completing this course the student should be able to:

- collect, analyze and apply information in a relevant decisive context with academic approach
- employ qualitative methods of analysis when examining the problem
- employ quantitative methods of analysis when examining the problem
- convert the collected information into a strategy for the solution of the marketing problem
- extract concrete theoretical and managerial implementations
- show how a number of practical methodical problems can be analyzed and suggest solutions to these seen in relation to advantages and disadvantages to the different methods

Content

A general introduction to the various schools of social science is provided, theoretically as well as practically. Additionally, the course contains a short introduction to project work and to methods of collecting data such as questionnaires, interviews, focus groups etc. This part of the course will be based on practical examples intended to provide the students with a tangible knowledge of the market research. Topics covered include:

- specification of the need for information in connection with marketing decisions
- identification of relevant information and sources of information to illuminate the marketing conditions relevant in relation to the problems
- to make use, to a certain degree, of qualitative and quantitative methods in correlation with an elucidation of the market conditions that are relevant in relation to the project
- assessment of the found market information in comparison with a general marketing strategy

Type of Instruction

The course is taught by means of lectures, tutorials, seminars, self-study and discussions and students' presentations. Obligatory parts are stated in the schedule.

Examination

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

The student is assessed by means of assignments, workshops and seminar paper.

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 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 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.

Required Reading and Additional Study Material

Required reading

Aaker, D. A., Kumar, V., Leone, R. & Day, G. S. *Marketing Research*. John Wiley and Sons. Latest edition. 768 pages.

Selected scientific articles, 600 pages.