



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE124 Applied Marketing Analysis, 15 högskolepoäng

4FE124 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 2023-02-27 by School of Business and Economics. Changed exam modules and standard texts.

The course syllabus is valid from autumn semester 2023

Prerequisites

General entry requirements for second-cycle studies, plus specific entry requirements:

- Bachelor Degree in Business Administration, with a minimum of 30 credits in Marketing,
- English 6, or the 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
- transform available information into a strategy aimed at solving marketing problems
- show how methodological problems can be analyzed and suggest solutions to these in relation to the advantages and disadvantages of the different solutions

Content

The course contains an overall introduction to scientific problem solving - its logic, process and structure. The introduction also includes an analysis of the academic writing process. The course also includes an introduction to methods for scientific analysis. This part of the course will provide a theoretical understanding of the method and is based on practical examples in order to provide concrete knowledge of market research. 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 practical decision bases for important decision makers
- how to present a systematization of theories about marketing problems and relate such to companies' marketing strategies

Type of Instruction

The teaching consists of lectures, workshops and seminars.

Examination

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

The course is examined through 3 workshops of 2 credits and 2 assignments of 2 credits as well as a group work 5 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.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 are in regular carried out anonymously.

Required Reading and Additional Study Material

Required reading

Hair, J. E.; Black, W. C.; Babin, B. J. & Anderson, R. E. *Multivariate data analysis*. Cengage Learning EMEA. 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.