



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

4FE127 Contemporary Marketing Research, 15 högskolepoäng
Contemporary Marketing Research, 15 credits

Main field of study

Business Administration

Subject

Business Administration

Level

Second cycle

Progression

A1F

Date of Ratification

Approved 2014-11-27.

Revised 2026-02-16. Prerequisites and standard texts.

The course syllabus is valid from autumn semester 2026.

Prerequisites

Specific entry requirements:

Applied Marketing Analysis 4FE124 or Digital Business Strategy 4FE136, and English 6/English level 2, or equivalent.

Objectives

After completing this course the student should be able to:

- demonstrate the ability to develop logical and well-grounded arguments for various market research areas
- report the outcome of an in-depth investigation of a marketing topic by integrating and extending knowledge and skills gained

- analyze theoretical or conceptual peer-reviewed articles
- analyze peer-reviewed articles containing primary research data
- synthesize, compare and contrast various texts relating to a specific topic
- conduct effective literature review

Content

The course contains an introduction to analyze various styles of contemporary marketing management text by academic and business sources. The course also covers how to compile and compare different texts related to a specific topic.

Type of Instruction

The teaching consists of lectures, tutorials, seminars, self-studying combined with discussions and students' presentations.

Examination

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

The course is examined through a written paper project 9 credits, which is carried out in groups and presented orally. In addition, the examination includes an individual written company project 2 credits, which is also presented orally. Furthermore, the course assessment consists of an individual debate exercise 2 credits, which is presented in oral form, as well as an individual newswire exercise 2 credits, examined through both written and oral presentation.

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.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:
4FE080 with 15 credits.

Required Reading and Additional Study Material

Required Reading

Academic article and business sources. About 1000 pages.