



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE127 Contemporary Marketing Research, 15 högskolepoäng

4FE127 Contemporary Marketing Research, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1F

Date of Ratification

Approved 2014-11-27

Revised 2023-02-27 by School of Business and Economics. Exam modules revised as well as standard texts.

The course syllabus is valid from autumn semester 2023

Prerequisites

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

- Bachelor Degree in Business Administration, of which at least 30 credits in marketing G1N/F and G2F level, or the equivalent
- Marketing, A1N, 30 credits, or the equivalent
- English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- develop logical and reasoned arguments on different marketing 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 via review, critique and debate using skills introduced and practiced during sessions and private study. Sessions will also consider how to synthesize, compare and contrast various texts relating to a specific topic.

Type of Instruction

The teaching consists of lectures, tutorials, seminars, self-studying combined with discussions and students' presentations. Dates for compulsory components are stated in the schedule.

Examination

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

The course is examined through a paper project that is done in groups 9 credits, a company project that is done individually 2 credits, an individual debate exercise 2 credits as well as an individual newslines exercise 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.

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.

Credit 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

Selected scientific articles. 1000 pages.