



Programme syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

Marknadsföringsprogrammet, 180 högskolepoäng
Marketing Programme, 180 credits

Level

First Level

Establishment of Programme

Established by Organisational Committee 2009-04-17

Date of Ratification

Approved by Committee for First and Second Cycle under the Faculty Board of Business, Economics and Design 2009-09-17

The programme syllabus is valid from autumn semester 2011

Revised 2010-12-08

Prerequisites

Teaching medium Swedish:

Basic eligibility and English B, Mathematics B and Civics A

Teaching medium English:

Basic eligibility (with the exception of Swedish A/B) and English B, Mathematics B and Civics A or equivalent

Description of Programme

The aim of the programme is for the students to acquire such knowledge, skills and understanding as are required for independent, critical and developmental work with marketing-oriented tasks regarding customers and industry.

Objectives

Knowledge and understanding

For a Degree of Bachelor students must

- demonstrate knowledge and understanding in their main field of study, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, in-depth knowledge of some part of the field and a general sense of current research issues.

Skills and abilities

For a Degree of Bachelor students must

- demonstrate an ability to seek, gather and critically interpret information that is relevant to a problem and to critically discuss phenomena, issues and situations;
- demonstrate an ability to independently identify, formulate and solve problems and to

perform tasks within specified time limits;
- demonstrate an ability to present and discuss information, problems and solutions in dialogue with different groups, orally and in writing; and
- demonstrate the skills required to work independently in the field that the education concerns.

Judgement and approach

For a Degree of Bachelor students must
- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects;
- demonstrate insight into the role of knowledge in society and into people's responsibility for how knowledge is used; and
- demonstrate an ability to identify their need of further knowledge and to upgrade their capabilities.

Content

Organisation

The programme is administered by the Faculty of Economics and Design and is offered both in Swedish and English.

A programme director has the overall responsibility for the programme. A programme board will be appointed, consisting of representatives of the students and the programme director. A programme group, consisting of lecturers in the programme will also be established. An advisory board will also be set up, consisting of representatives from industry and lecturers in business administration.

Programme overview

The marketing programme consists of 180 higher education credits and begins with an introductory semester, which provides an overview of the programme's contents.

Semester two deals with the customer's perspective while semester three takes up the offering. Semester four, with the theme of Strategies and Restrictions, places marketing in a larger context. In semester five, the focus is either (students choice) on business-to-business (advanced technical sales) or communication business to consumer, providing extended depth of knowledge in the main area of marketing. During semester six, students should demonstrate, through a degree dissertation project with a specialism either in business-to-business or business-to-consumer, their skills and abilities in terms of independent work.

Students acquire theoretical knowledge in the main subject areas of Business Administration and in Economics and Law. The programme is taught both in Swedish and in English. In the Swedish version of the programme, teaching is carried out both in Swedish and in English, while in the English version, the medium of teaching is solely in English.

The teaching methodology of the programme is built around problem-based learning with a focus on case studies.

Courses are integrated to give an understanding of the whole.

Programme contents

Year one

- Introduction to business administration, 15 higher education credits, level G1N (obligatory) a)
- Economics, 15 higher education credits level G1N (obligatory)

- From the perspective of the customer, 30 higher education credits, level G1F (obligatory) a)

Year two

- The offering, 30 higher education credits, level G1F (obligatory) a)
- Strategy and restrictions, 30 higher education credits, level G1F or the

choice of equivalent studies abroad b)

Year three

- Communication business to consumer, 30 higher education credits, level G2F a)
- Advanced Technical Sales. 30 higher education credits, level G2F a)
- degree project chosen from within the specialist theme of term 5, 30 higher education credits, level G2E (obligatory) (a)

a) belongs to the main subject area of Business Administration

b) consists of 15 higher education credits in each of the subjects Business Administration and Law.

c) consists of 15 higher education credits in Business Administration and 7,5 higher education credits in each of Technology and Informatics.

Working life

The programme has a clear vocational orientation, with academic studies offering knowledge for practical application in a future professional role. Studies are conducted in close cooperation with various companies. Practical elements are included, where the students' acquired knowledge has to be applied to real problems taken from the internship companies.

Studies abroad

Students are encouraged to spend the fourth term at a university abroad. Students can choose from the range of exchange programme agreements that Linnaeus University has with foreign universities. Students are also encouraged to find a university of their own choice outside of those agreements.

Scope of the programme

The program contains several modules discussing culture and cultural differences impact on marketing work. The program also covers aspects like gender and multicultural - especially in relation to communication. Ethics and ethical considerations are handled during the full program. Sustainable development is discussed from two perspectives: legal / restrictions and marketing opportunities, creating new or added value as a competitive advantage.

Quality Development

In the marketing programme, a programme director, a programme board and a programme group continuously monitors the quality assurance, evaluation and development of the programme. The programme director has the overall responsibility for programme administration, follow-up of quality assurance routines and quality development.

Several administrative formats are in use, such as syllabus evaluation following course completion and the appointment of a programme council with the task of monitoring feedback from students to encourage student participation. Continuous evaluation is made both at course and programme level. Evaluations of courses and programmes are made available at the university. The programme council consists of student representatives from each year of the programme and the programme director. The programme council consists of the teachers responsible for the courses taught during the term and also the student guidance counsellor. The programme council meets each term to discuss aspects of quality and development.

There is also a programme board consisting of teachers on the programme. The group meets regularly to discuss academic perspectives, evaluate the integration and coordination between the different elements of the programme and ensure the continued development of the programme.

An advisory council meets regularly to discuss how the programme matches the needs of industry and how this requirement can be fulfilled within frameworks to ensure academic quality.

Degree Certificate

Students who successfully pass the degree programme in accordance with the requirements given in the Degree Ordinance of the Swedish National Agency for Higher Education and the local Degree Ordinance of Linnaeus University can apply for the following degree:

Filosofie kandidatexamen med inriktning mot marknadsföring
(Huvudområde: Företagsekonomi)

Bachelor of Science with specialization in Marketing
Main field of study: Business Administration

The degree certificate is bilingual (Swedish/English). Enclosed with the degree certificate is a Diploma Supplement (in English).

Other Information

Admission to the second year requires a minimum of 45 successfully completed higher education credits from the first year. Admission to the third year requires a minimum of 105 successfully completed higher education credits from the first two years.