



Programme syllabus

School of Business and Economics

Marknadsföringsprogrammet, 180 högskolepoäng

Marketing Programme, 180 credits

Level

First Level

Date of Ratification

Approved 2009-09-17

Revised 2015-09-09 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2016

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 3b / 3c or Civics A, English B, Mathematics C (Field-specific entry requirements 4/A4). Basic eligibility (with the exception of Swedish A/B).

Description of Programme

The course aims to provide students with the knowledge, skills and understanding required for independent, critical and developing work with marketing-oriented tasks. After graduation students should be able to identify companies market(s) and suggest strategies to meet the identified market(s). Students will be able to work with marketing strategy for companies and organisations, both in Sweden and internationally.

Objectives

Outcomes in accordance with the Higher Education Ordinance

Knowledge and understanding

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and skills

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and

- demonstrate the skills required to work autonomously in the main field of study.

Judgement and approach

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

Content

Organisation

The programme is administered by the School of Business and Economics. The Programme Director has overall responsibility for the programme. There is a programme council as part of quality development. The programme council is made up of student representatives and the Programme Director. The programme's courses are largely subject integrated and the teachers work in teams.

Programme overview

The marketing programme is taught in English and corresponds to a total of 180 credits. Students are given theoretical knowledge in the main subject of business administration as well as in economics and/or law. The programme's teaching methodology is based on problem-based learning. Courses are integrated to provide comprehensive understanding.

Programme contents

Year one

- Introduction to business administration, 12,5 credits, level G1N (obligatory) (a)
- Economics, 10 credits level G1N (obligatory)
- Statistics, 7,5 credits level G1N (obligatory)
- From the Perspective of the Customer, 30 credits, level G1N (obligatory) (b)

Year two

- The Offering, 30 credits, level G1F (obligatory) (a)
- Subjects relevant for marketing decisions, 30 credits, level G1F (obligatory)* (c) or the choice of equivalent studies abroad (d)

Year three

- Value Creation, 30 credits, level G2F (obligatory)* (a) or the choice of equivalent studies abroad (e)
- Independent degree project of the Marketing Program with integrated method 30 credits, level G2E (obligatory)* (a)
- Alternatively participation in approved double degree-program , 60 credits (f)

a) Belongs to the main subject area of Business Administration

b) Consists of 22,5 credits in Business Administration and 7,5 credits of Statistics.

c) Consists of 17,5 credits in Business Administration, 7,5 credits of Legal Science and 5 credits of Economics.

d) Consists of 30 credits Business Administration, Economics and/or Legal Science. A maximum of 50% of fulltime studies may be courses within Business Administration. Other subjects may be included. The course choices have to be preapproved for credit transfer back to the Marketing Programme.

e) Exchange studies should focus on the semester's theme and be of an equivalent level in terms of the subject and standard, as the studies that would otherwise have been carried out at home. Courses must be approved for credit within the programme before leaving for the exchange.

f) The programme has some exchange partnerships including the opportunity for Double Degrees. In cases where the student is accepted for this type of exchange, and it is fully implemented in line with the respective agreements, the student will have completed the Marketing programme in accordance with the course plan after the third year.

Working life

Project tasks are largely formulated in such a way that students can carry them out based on a case study company.

Studies abroad

Students are encouraged to spend the fourth and/or fifth semester at a university abroad. Students can choose from the range of exchange agreements that Linnaeus University has with universities abroad. Opportunities for Double Degrees at partner universities during year three may also be available.

Scope of the programme

Internationalisation is a natural part of the program and permeates several courses in the program. Examples, cases and perspectives which are presented and discussed during the program have an international tone. The program contains several modules discussing culture and cultural differences impact on marketing work.

The program also covers aspects of diversity, especially concerning communication issues. Ethics and ethical considerations are handled during the span of the program. Sustainable development is discussed from a perspective of restrictions as well as opportunities to create new value and competitive advantages.

Quality Development

At the marketing programme, a programme director, a programme board and a programme group continuously evaluates the program and monitors the development. The programme director has the overall responsibility for programmes administration, followup 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 carried out 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. To the programme council the teachers responsible for the courses taught during the term and also the student guidance counsellor are invited. 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 scientific perspectives, evaluate the integration and coordination between the different elements of the programme and ensure the continued development of the programme.

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 specialisation 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 credits from the first year. Admission to the third year requires a minimum of 105 successfully completed credits from the first two years.