



## Programme syllabus

School of Business and Economics

The Marketing Programme, 180 högskolepoäng

The Marketing Programme, 180 credits

### **Level**

First Level

### **Date of Ratification**

Approved by School of Business and Economics 2020-06-10

Revised 2022-05-25

The programme syllabus is valid from autumn semester 2023

### **Prerequisites**

General entry requirements + Mathematics 3b alt. Mathematics 3c, Civics 1b alt. Civics 1a1 +1a2 and English 6.

### **Description of Programme**

The programme aims to provide students with the knowledge, skills and understanding required for independent, critical and developing work with marketing oriented tasks. Co-creation and sustainability encompass the core of the program, placing emphasis on the value of diversity, communication, and continuous lifelong learning. Within the scope of the program there is heavy emphasis on marketing specific content including experience economy as value creation and internet-based marketing communication. After graduation students should be able to identify companies' markets and suggest strategies to meet the identified markets. Students will be able to work with marketing strategy for companies and organizations, both in Sweden and internationally.

### **Objectives**

*Central degree objectives in accordance with the Higher Education Ordinance*

#### **Knowledge and understanding**

For a bachelor's degree, the student must:

- demonstrate knowledge and understanding within the programme's main field of study, including knowledge of the field's academic basis, knowledge of methods that are appropriate within the field, specialist knowledge of part of the field and a familiarity

#### **Skills and abilities**

For a bachelor's degree, the student must:

- demonstrate an ability to search for, gather, evaluate and critically interpret relevant information in the presentation of a problem and to critically discuss phenomena, questions and situations,
- demonstrate an ability to independently identify, formulate and solve problems, as well as carrying out tasks within given time limits,
- demonstrate an ability to present and discuss orally and in writing information, problems and solutions in dialogue with different groups, and
- demonstrate the proficiency required to work independently within the relevant field.

### **Judgement and approach**

For a bachelor's degree, the student must:

- demonstrate an ability to conduct evaluations within the programme's main field of study, taking into account the relevant academic, social and ethical aspects,
- demonstrate an insight into the role of knowledge in society and peoples' responsibility for how it is used, and
- demonstrate the ability to identify their need for further knowledge and to develop their skills.

### *Programme specific objectives*

- Evaluate value creation through the experience economy perspective and practices
- Create an online marketing communication strategy

This is in accordance with the intended learning outcomes set for a bachelors' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

## **Content**

### *Organisation*

The Programme is placed and taught at the School of Business and Economics.

The Programme has a team of programme coordinators who have overall responsibility for the Programme, who serves as representatives and coordinates programme-related issues. The coordinator is responsible for the Programme's content and development and works actively for good relationships and communication, with both internal and external stakeholders. This is conducted internally together with teachers within the scope the Programme by means of continuous dialogue, with programme students through a programme council and externally through collaboration with trade and industry and interaction with other relevant stakeholders.

### *Programme Overview*

The marketing programme is taught in English and requires a total of 180 higher education credits to complete. Students are provided theoretical knowledge in the primary subject, 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.

Mandatory courses within the programme can, in agreement with the programme coordinator, be exchanged. The programme coordinator will then be responsible for assessing whether the central degree objectives still can be met, despite the course exchange. Courses within the programme might be given in English

## *Programme courses*

### **Semester 1:**

- Fundamentals of Business Administration for Marketers, 12.5 cr, G1N (mandatory)\*,

The course provides fundamental knowledge of marketing and business accounting. The objective is to provide an orientation to the field of marketing, with the underlying purpose being to equip the students with relevant knowledge of the two subjects as a starting point for upcoming academic challenges.

- Basic Micro Economic Theory for Marketers, 10 cr, G1N (mandatory)ᵂ,

The course provides an introduction to Economics on a fundamental level, including relevant linkages to marketing. The objective is to highlight the role of economic theory in the context of Marketing, with the underlying purpose being to provide fundamental knowledge as well as an economics perspective on marketing.

- Statistics for Marketers I, 7.5 credits, 7.5 cr, G1N (mandatory)%,

The course introduces fundamental knowledge and a basic orientation in statistics. The objective is to provide the students' knowledge in the field of statistics itself, as well as in relation to a marketing context, with the underlying purpose being to contextualise statistics as a part of the field of Marketing.

### **Semester 2:**

- From the Perspective of the Customer, 30 cr, level (mandatory)1),

The course departs from a customer centred perspective. The objective is to highlight the customer as a central stakeholder in the field of Marketing, with the underlying purpose being to provide knowledge of marketing messages, consumer behaviour and statistics to emphasize the role of the customer.

### **Semester 3:**

- The Offering, 30 cr, G1F (mandatory)\*,

The course covers knowledge in product development, branding and pricing. The objective is to develop the student's insights in the core topics within the field of Marketing, with the underlying purpose being to further develop knowledge in each of these central topics.

### **Semester 4:**

- Studies abroad

Students are encouraged to spend this semester abroad. During such studies abroad, students need to read at least one course in Economics and /or Legal Science. In addition, courses in Business Administration can account for maximum 50% of full-time studies. Other subjects may be included, but all courses must be relevant for the program and be pre-approved by the Program Coordinator.

Alternatively, studies within the programme according to the following courses:

- Entrepreneurship: Individuals, Organizations and the Society, 7.5 cr, G1N (mandatory)\*,

The course covers knowledge in fundamental entrepreneurship theory from three perspectives. The objective is to introduce entrepreneurship theory as well as contextualising entrepreneurship with relevance to the field of Marketing, with the underlying purpose being to provide insights in entrepreneurship and its relevance for marketers.

- Management Control and Finance, 7.5 cr, G1F (mandatory)\*,

The course covers different models for costs, investments and financial information. The objective is to provide knowledge on the financial perspective of marketing, as well as improve financial analysis, with the underlying purpose being to equip the student with relevant financial knowledge and its relationship to Marketing.

- Introduction to International Law, 7.5 cr, G1N (mandatory)?,

This course focuses on the basic aspects of international business law. The purpose is to enhance knowledge on how legal material is found and analyzed within the framework of the course, with the purpose to provide understanding of international business law in relation to marketing.

- Macroeconomics and Sustainability with Marketing Perspectives, 7.5 cr, G1F (mandatory)2),

The course contextualises Economics and sustainability within Marketing. The objective is to provide an interdisciplinary approach to marketing studies, with the underlying purpose being to provide insights on how marketing can be viewed from a combined approach departing from Economics and sustainability.

### **Semester 5:**

- Value Creation, 30 cr, G2F (mandatory)\*,

The course covers perspectives on research, marketing communication, experience marketing and a term project. The objective is to provide knowledge the importance of perspectives onto methodological considerations, to understand and create a communication and experience process, as well as a term project, with the underlying purpose being to prepare the student with deepened academic abilities and practical skills, relevant for marketers.

Alternatively,

- The choice of equivalent studies abroad

This semester can be studied abroad, the courses need to be of relevance to the programme and they have to be pre-approved by the programme coordinator.

Or

- Participation in approved double degree-programmes, 60 credits

### **Semester 6**

- Independent Degree Project of the Marketing Programme with integrated Method (Bachelor), 30 cr, G2E (mandatory)\*,

The course contains an independent study, a method module and the bachelors' thesis. The objective is to prepare and conduct a study within the scope of the thesis, with the underlying purpose being to employ knowledge in marketing from an informed position and conduct research at the Bachelor's level.

Alternatively,

- Participation in approved double degree-programmes, 60 credits

Some of the courses on the programme are studied together with students from other programmes and single subject courses, and may be taught in another order.

\* course in the main field of study, Business Administration

⌘ course in Economics

% course in Statistics

? course in Legal Science

1) consists of 7.5 credits Statistics and 22.5 credits Business Administration

2) consists of 5 credits Economics and 2.5 credits of Business Administration

In accordance with the Higher Education Ordinance a Bachelor's degree programme, of 180 credits in total, is obligated to include at least 90 credits of studies in the main field and in a progressive study manner, whereby a degree project of at least 15 credits. For additional information, please see The Local System of Qualification at Linnaeus University. Courses previously given within the same programme code, EGTMP, can also be included in the programme degree and thus replace courses with equivalent content.

#### *Societal relevance*

Project tasks are largely formulated in such a way that students can carry them out based on case studies together with organisations.

#### *Internationalisation*

Students are encouraged to spend their fourth and/or fifth term 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 are also an available option.

Internationalisation is a natural part of the programme not the least due to its intake of international students. It is actively applied in examples, cases and perspectives, which are presented and discussed during the programme. The programme contains several modules discussing culture and the impact of cultural differences on marketing efforts.

#### *Sustainable social development*

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

## Quality Development

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council and feedback is then provided to students and archived. Programme students actively participate in the follow-up and development of the programme through the programme council and through student representatives in the faculty-wide Education Committee. All programmes of the School of Business and Economics also undergo a quality analysis based on the standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' faculty-wide quality plan requires, among other things, that a recurrent programme analysis is conducted and that course evaluations are monitored. As part of the university-wide survey, the Linnaeus Barometer, final-year students are asked about their experiences of their education in terms of different quality aspects.

## Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed the programme The Marketing Programme may obtain the following degree:

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

The degree certificate is bilingual (Swedish/English). The Degree Certificate is accompanied by a Diploma Supplement (English).

## Other Information

In order to be admitted to the courses on the programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course. Should deviations be found between the Swedish and English version of this programme syllabus, the Swedish one is superior.