

## Course Syllabus

### Marketing A 7.5 Credits\*, First Cycle Level 1

#### Learning Outcomes

After completing the course, the student shall be able to:

- explain basic concepts, models and theoretical foundations in the field of marketing with particular emphasis on consumer marketing (1)
- find and collect relevant information and critically evaluate different sources of information (2)
- apply the rules of scientific writing with regard to formalities and structure (3)
- discuss the pros and cons of different marketing strategies (4)

#### Course Content

The course begins with a study of the basic concepts, theories and models of marketing. Market conditions and marketing strategies are also examined. Particular focus is given to the field of consumer marketing, as well as to the areas of industrial, service and relationship marketing.

Another part of the course is a comprehensive review of how data collection is done in a systematic and structured manner, and the importance of being able to express oneself clearly in writing and be able to follow accepted standards of writing formality and structure.

#### Assessment

Assignment 1 (examines outcome1): Individual written examination, 5 credits

Assignment 2 (examines 2, 3, 4): Written assignment in groups with opposition and active participation in the seminar, 2.5 credits

#### Forms of Study

Lectures, seminars and library exercises.

#### Grades

The Swedish grades U–VG.

The following grades can be obtained:

Assignment 1: U, G, VG

Assignment 2: U, G

To pass the course students must obtain grade G on all assignments. To pass the course with distinction (VG), VG is, in addition required on assignment 1.

**Prerequisites**

General entrance requirements.

**Other Information**

The number of exam attempts is limited to five.

Students who have been admitted to and are registered in the course are entitled to receive tuition and/or supervision only during the course to which they were accepted.

Students must be able to account for their contributions to group assignments.

Seminar assignments must be submitted no later than the dates specified in the study guide.

This course cannot be credited together with any of the following courses: FÖ1016, FÖ1018, FÖ1033, FÖ1037 and/or FÖ1044.

**Subject:**

Business Administration and Management

**Group of Subjects:**

Business Administration

**Disciplinary Domain:**

Social Science, 100%

**This course can be included in the following main field(s) of study:**

1. Business Administration and Management

**Progression Indicator within (each) main field of study:**

1. G1N

**Approved:**

Approved 28 August 2014

Valid from 19 November 2014