

Course Syllabus

Marketing C 7.5 Credits*, First Cycle Level 2

Learning Outcomes

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

- describe the scientific origins and development in key marketing theories (1)
- describe current research issues in marketing (2)
- write and orally present a literature review in a chosen area of marketing theory (3)
- identify and formulate relevant questions in marketing and be able to choose theories, models and methods to analyze these (4)
- critically evaluate and be the opponent for a scientific work (5)
- discuss and reflect on the social and ethical aspects of marketing (6)
- identify the need for further knowledge in order to develop his/her skills in marketing (7)

Course Content

The course begins with a review of some of the classic papers in the field. Thereafter, the various lines of marketing thought are followed. Students have to individually write a literature review within a selected area. Within this review, relevant questions should be identified and theories, models and methods should be proposed for subsequent analysis. The literature review will be presented orally and will be discussed with the teacher and the other students in a seminar.

During the course, social and ethical issues related to marketing theory will be discussed in a seminar. Also questions regarding students' further professional development in the field will be discussed. The discussion will be based on different grounds, from which students discuss different arguments.

Assessment

Individual reports and seminars, 3 credits (examines 1, 2)

An individually written literature review, orally presented and discussed at a seminar, 3 credits (examines 3, 4, 5)

Seminar assignment, 1.5 credits (examines 6, 7)

Forms of Study

Lectures and seminars.

Grades

The Swedish grades U–VG.

Seminar assignment: U, G

To pass the course with distinction (VG), the student must achieve VG in the individual written reports and in the literature review.

Prerequisites

Marketing B, 7.5 credits, First Cycle Level

Social science and methods I, 7.5 credits, First Cycle Level

Other Information

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

Students must be able to describe their participation in group assignments.

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

Replaces FÖ2021.

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. G2F

Approved:

Approved 9 June 2016

Valid from 9 August 2016