

Syllabus

for course at first level

Principles of Marketing

Principer för marknadsföring

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:	FE1302
Valid from:	Autumn 2011
Date of approval:	2011-07-08
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	G1N - First cycle, has only upper-secondary level entry requirements

Decision

This syllabus was approved by the Director of Undergraduate Studies at Stockholm University School of Business 2011-07-08.

Prerequisites and special admittance requirements

Swedish upper secondary school courses English B, Mathematics C and Social Sciences A or equivalent.

Course structure

Examination code	Name	Higher Education Credits
1302	Principles of Marketing	7.5

Course content

The course will cover the following subject areas:

- Marketing strategy
- The organisation and its environment
- Market analysis
- Consumer behaviour
- Segmentation and targeting
- Branding
- Service marketing
- Business-to-business marketing
- International marketing
- Business ethics and CSR
- Introduction to Academic English

Learning outcomes

The aim of this course is to introduce the students to the principles of marketing and to academic English. The main intention of this course is to provide and equip students with a thorough understanding of the classical and modern marketing approaches, and prepare them for making thought-through marketing decisions in consumer and business-to-business markets, in local, domestic and international applications.

After completion of the course, students should be able to:

- describe the main type of markets in supply and demand terms;
- understand the interplay between the organization's marketing strategy and the business environment in

markets where the company operates or is considering starting up an operation;

- write clear and coherent texts in English using appropriate structure and academic vocabulary.

Education

The course is delivered in the form of

- Lectures and seminars including individual and group assignments.

The content and schedule for all teaching and learning activities are indicated in information available on the course webpage valid for each semester.

The language of instruction for all teaching and learning activities is English.

Forms of examination

- The course is assessed through active participation in lectures and seminars; completion of group assignments and a written examination.
- The relative weight of each form of assessment is specified in the course information available on the course webpage.
- Grades are given in accordance with a criterion-referenced scale encompassing seven grades.
- A, B, C, D, and E are pass grades. Fx and F stand for fail grades.
- The grading criteria are decided by the head of the course and stated in written information available on the course web page or issued when the course commences.

Successful completion of the course requires:

- A minimum E grade in the final examination;
- Attendance and active participation in seminars as indicated in information available on the course web page.

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

Interim

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has taken effect.

Limitations

The course cannot be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Misc

The course is compulsory for students enrolled in the Bachelor's Programme in Business Administration and Political Science.

Required reading

Upon the approval of the syllabus, the following reading and additional teaching material was decided:

- Kotler, P., Armstrong, G. & Parment, A., 2011, Principles of Marketing. Swedish edition, Pearson.
- Bryman, Alan, (2008) Social Research Methods, Oxford University Press, Third edition
- Articles as indicated in the course information available on the course webpage.