

Syllabus

for course at first level

Marketing I
Marknadsföring I

**7.5 Higher Education
Credits**
7.5 ECTS credits

Course code:	FE1303
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
1303	Marketing I	7.5

Course content

The course consists of the following course module :

- Marketing I, 7.5 higher education credits

The course will cover the following subject areas:

- Marketing strategy;
- Intelligence and the organisation and it's setting;
- Market analysis
- Consumer behaviour
- Segmentation
- Trademark development
- Service marketing
- Marketing in industrial markets
- Internationalisation and international marketing
- Ethical decisions and corporate social responsibility

Learning outcomes

The main purpose of this course is to provide students with basic knowledge about marketing through an understanding of marketing concepts and what marketing models may be applicable in a decision-making situation. Students should also understand the connection between different marketing tools and their effects.

More specifically, having completed the course, students should be able to:

- Define and apply concepts and models within the area
- Organise and apply a marketing process in a specific decision-making situation
- Make an external analysis and analyse the conditions in different countries and industries.
- Understand the connection between the marketing strategy of the organisation and the business environment in markets where the organisation operates or intends to start up activity
- Critically evaluate and compare various types of marketing aspects
- Present analyses orally and in written form.

Education

The course consists of:

- Lectures and seminars, including case studies and group assignments.

Participation in seminars and group work may be compulsory. The language of instruction for all teaching and learning activities is Swedish.

Forms of examination

Assessment

- The course is assessed through active participation in lectures and seminars; completion of group assignments and a short written examination. Seminars are to be prepared according to special instructions.

Examination grades

- 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.

Criteria for examination 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.

Course requirements

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 or issued when the course commences.

Miscellaneous

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 offered as part of various study programmes at Stockholm University School of Business and as a single subject course.

The course will only be offered if enough resources are available.

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 Education.

- Bansal, B. & Roth, K., 2000, "Why Companies Go Green: A Model of Ecological Responsiveness", The Academy of Management Journal, Vol. 43, No. 4, s. 717-736.

- Levitt, T., 1960, "Marketing Myopia", Harvard Business Review, July/Aug. Vol. 38, No. 4, pp. 45-56.

- Reinartz, W. & Kumar, V., 2002, "The Mismanagement of Customer Loyalty", Harvard Business

Articles according to instructions on the web page of the course, www.fek.su.se/kurser.

With subject to a lack of literature with the publisher.