

Syllabus

for course at first level

Marketing and Management Analysis
Marknadsföring och managementanalys

15.0 Higher Education
Credits
15.0 ECTS credits

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|--------------------------|-------------------------------------------------------------------------------------------|
| Course code: | FE3025 |
| Valid from: | Spring 2014 |
| Date of approval: | 2013-12-02 |
| Department | Stockholm Business School |
| Main field: | Företagsekonomi |
| Specialisation: | G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements |

Decision

This syllabus was approved by the Studies Committee at Stockholm University School of Business on 2013-12-02.

Prerequisites and special admittance requirements

45 HE credit points from Business Administration I and Business Administration II, or the equivalent.

Course structure

| Examination code | Name | Higher Education Credits |
|------------------|-----------------------------------|--------------------------|
| 3022 | Marketing and Management Analysis | 15 |

Course content

The overall aim of the course is to integrate, develop, and enhance knowledge of the interaction between management and marketing, and ascertain how complex issues in management and marketing may be understood and dealt with in businesses and other organisations. In addition, the course aims to help students acquire theoretical and analytical tools in management and marketing, which they are going to apply in subsequent courses. The language of instruction is Swedish, and the course comprises a number of lectures introducing current specialisations, issues, and problems in management and marketing, seminars introducing and discussing different types of assignments, and finally, a written, individual take-home examination.

The course deals with internal and external aspects of organisations and marketing from both critical and pragmatic perspectives.

Learning outcomes

Intended Learning Outcomes

The overall aim of the course is to integrate, develop, and enhance knowledge of the interaction between management and marketing, and ascertain how complex issues in management and marketing may be understood and dealt with in businesses and other organisations.

Upon completion of the course, students are expected to be able to:

Knowledge and understanding

1. Identify and critically analyse theories relating to central aspects of management and marketing; explain and relate central themes, theories, and research perspectives in management and marketing to each other;

Skills and abilities

2. Explore issues concerning management and marketing by identifying relevant theories in each field; integrate theories to analyse and deal with complex management and marketing issues;

Judgement and approach

3. Critically reflect upon management and marketing in a social and ethical context; explain how theories, models, and methods relating to central aspects of management and marketing can be applied.

Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload (model: 40 hours per week equivalent to 1,5 ECTS) is allocated as follows:

Teacher-led lectures: 30 hours

Teacher-led seminars: 8 hours

Group work: 40 hours

Self-studies: 278 hours

Assessment: 44 hours

Total workload: 400 hours equivalent to 15 ECTS.

The language of instruction is Swedish.

Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks.

1. Assessment task 1, group essay 1: assesses intended learning outcomes 1, 2, 3; constitutes 10% of total course points.

2. Assessment task 2, group essay 2: assesses intended learning outcomes 1, 2, 3; constitutes 10% of total course points.

3. Assessment task 3, group essay 3: assesses intended learning outcomes 1, 2, 3; constitutes 10% of total course points.

4. Assessment task 4, group essay 4: assesses intended learning outcomes 1, 2, 3; constitutes 10% of total course points.

5. Assessment task 5, take-home-exam: assesses intended learning outcomes 1, 2, 3; constitutes 60% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be

completed for a grade E

A course comprises 0-100 course points. Receiving a final passing grade requires ≥ 50 course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0-100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

All assessment tasks are assessed on a 100-point scale.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result (≥ 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A-E) in the course is obtained when a student has achieved ≥ 50 course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved ≥ 50 course points:

- If 45-49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.

- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;

- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

A (Excellent)

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good)

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good)

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory)

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient)

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail)

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail)

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

The course cannot be counted towards a degree along with another course with the same or similar content, completed in Sweden or abroad.

Required reading

- Alvesson, Mats & Svenningsson, Stefan (red.) (2012) Organisation, ledning och processer. Lund: Studentlitteratur.
- Baker, Michael J. & Saren, Michael (red.) (2010) Marketing Theory: A Student Text. London: Sage.
- A selection of academic articles (updated each semester, see the study guide).