



COURSE SYLLABUS

Industrial Marketing and Purchasing, 7.5 credits

Industriell marknadsföring och inköp, 7,5 högskolepoäng

Course Code:	TIMS22	Education Cycle:	Second-cycle level
Confirmed by:	Dean Mar 1, 2021	Disciplinary domain:	Technology
Valid From:	Aug 1, 2021	Subject group:	IE1
Version:	1	Specialised in:	A1N
		Main field of study:	Industrial Engineering and Management

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate knowledge and understanding of Industrial Marketing and Purchasing, which implies comprehensive knowledge of concepts, methods and models, and current research.
- display deeper understanding for how networks, strategy and functions and individuals interact and which impact this has for product realization

Skills and abilities

- demonstrate ability to adopt different perspectives and identify and discuss complex issues in the industrial marketing and purchasing fields.
- demonstrate ability to discuss products and processes in the context of industrial marketing and purchasing that meet the needs of stakeholders.
- demonstrate ability to, orally and in writing, present and discuss together with different groups the results and knowledge underpinning the arguments presented.

Judgement and approach

- demonstrate ability to evaluate the value that is created for the customer from a sustainability perspective in the industrial marketing and purchasing context.
- demonstrate the ability to work in different group settings and to identify the need for further knowledge and continuously develop one's competence.

Contents

The course provides in-depth knowledge and skills in Industrial Marketing and Purchasing. The main focus is put on cross-functional cooperation between people, functions and companies for a competitive product realization and a sustainable business.

The course includes the following elements:

- Connection between Industrial Marketing and Purchasing and the rest of the organization
- The importance of network for Industrial Marketing and Purchasing

- From product to service: to create customer value through differentiation
- Entrepreneurial approach to product realization from an Industrial Marketing and Purchasing perspective as well as based on Design Thinking
- Strategic Industrial Marketing and Purchasing
- Products, services, business offerings and price setting
- Organizational Buying Behavior, sales allocations, and methods for collecting and analyzing market information

Type of instruction

Lectures, seminars and tutorials.

The teaching is conducted in English.

Prerequisites

Passed courses comprising at least 150 credits in the program and completed courses including Logistics 7,5 credits and Industrial Management 7,5 credits (or equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Individual Report	3.5 credits	5/4/3/U
Project Work	2 credits	U/G
Seminars	2 credits	U/G

Course literature

The literature list for the course will be provided 8 weeks before the course starts.

Research articles and book chapters distributed during the course