



KURSPLAN **Marketing Management, 7,5 högskolepoäng**

Marketing Management, 7.5 credits

Kurskod:	MLBK13	Utbildningsnivå:	Grundnivå
Fastställd av:	Council for Undergraduate and Masters Education 2012-12-20	Utbildningsområde:	Samhällsvetenskapliga området
Reviderad av:	2024-10-07	Ämnesgrupp:	FE1
Gäller fr.o.m.:	2025-01-13	Fördjupning:	G1F
Version:	7	Huvudområde:	Företagsekonomi

Lärandemål

On completion of the course the students will be able to:

Kunskap och förståelse

1. Demonstrate knowledge of various marketing models and theories.
2. Explain the various components of marketing strategy and marketing concepts and their use within organisations.

Färdighet och förmåga

3. Analyse marketing problems from a business perspective.

Värderingsförmåga och förhållningssätt

4. Conceptualise a market offering from the company's and consumer's perspective.
5. Critically evaluate the use of marketing strategy by local and global organisations operating in diverse industries.

Innehåll

The course introduces the students to the key concepts and models associated with marketing and the marketing process within the organisation. The course not only presents the theoretical aspects of marketing but also its application in practice as it is used by diverse organisations. The course includes a discussion of marketing ethics as well as covering examples of themes in the contemporary marketing discourse.

Connection to Research and Practice

The course requires the student to carry out research into theoretical themes in marketing and apply them to the needs and actions of organizations. The course covers the renewal of markets and the changes that are evident in consumers and markets. The course includes conducting research with companies to understand the practical challenges of marketing.

Undervisningsformer

The course includes lectures and seminars. Problem-based learning is emphasised. Students are expected to plan and take responsibility for self-studies, including reading assigned course

literature and completing group assignments.

Undervisningen bedrivs på engelska.

Förkunskapskrav

General entry requirements and 30 credits in Business Administration or Economics or equivalent.

Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

Individual written exam (ILOs: 1,2) representing 3.5 credits

Group project (ILOs: 3, 4, 5) representing 2.5 credits

Individual seminar assignment (ILOs: 3, 4, 5) representing 1.5 credits

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual written exam [†]	3,5 hp	A/B/C/D/E/FX/F
Group project [†]	2,5 hp	A/B/C/D/E/FX/F
Individual seminar assignment [†]	1,5 hp	A/B/C/D/E/FX/F

[†] All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

Kursvärdering

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Övrigt

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Kurslitteratur

Lamb, C.W., Hair, J.F and McDaniel, C. 2017. *MKTG (Principles of Marketing)* - latest edition. Cengage Learning.

A reading list of articles will be made available at the start of the course.