

COURSE SYLLABUS

Principles of Marketing, 5 credits

Principles of Marketing, 5 högskolepoäng

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| Course Code: J1POMT | Education Cycle: First-cycle level |
| Confirmed: Mar 30, 2026 | Disciplinary domain: Social sciences |
| Valid From: Aug 31, 2026 | Subject group: Business Administration |
| | Specialised in: G1N First cycle, has only upper-secondary level entry requirements |
| | Main field of study: Business Administration |

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1 Explain central theories, frameworks, and concepts from business administration and/or economics and apply these to clearly defined problems or cases.

Skills and Abilities

2.2 Select and apply relevant disciplinary concepts and theories to analyse phenomena and/or situations and justify conclusions with appropriate evidence.

3.3 Collaborate effectively in diverse teams, demonstrating intercultural competence, inclusiveness, and professional conduct.

Judgement and Approach

4.2 Reflect on the individual, societal, and organisational consequences of business and/or policy practices and recognise related professional and ethical responsibilities.

Content

This course introduces you to the principles and practices of marketing and their role in shaping business and society. You will explore how organisations identify and respond to customer needs, create value, and build lasting relationships in dynamic and competitive environments. The course emphasises the importance of understanding both the organisational and societal context in which marketing decisions are made.

You will examine core marketing concepts such as marketing research, segmentation, targeting, positioning, and marketing mix, and how they are integrated into a coherent marketing strategy to reach diverse consumer groups. Through discussions and practical examples, you will analyse how marketing operates across industries and contexts, and how digitalisation and sustainability influence marketing practice today.

Throughout the course, you will reflect on the ethical and social dimensions of marketing and their implications for responsible business conduct. By the end of the course, you will understand how marketing strategies are developed and implemented, and you will be able to apply fundamental marketing principles to real-world business situations. The course provides a strong foundation for further studies in marketing, business strategy, and management.

Connection to Research

The course incorporates the latest theories in marketing, drawing on both mainstream and critical perspectives, and applies them to the marketing actions of organisations in order to develop your ability to critically reflect on the societal, cultural, and ethical implications of marketing. The course covers the renewal of markets and the changes that are evident in consumers and markets.

Connection to Practice

The course connects theory to practice through the application of marketing concepts and frameworks to real-world cases and contemporary global market situations. This enables you to analyse practical problems, work collaboratively, justify conclusions with evidence, and reflect on the societal, organisational, implications of marketing practices in contexts characterised by uncertainty.

Connection to Ethics, Responsibility, Sustainability (ERS)

Ethics, responsibility and sustainability are embedded in the course content and course activities, recognising how these issues impact marketing decisions and marketing activities. The literature addressed in the course highlights ethical, societal, and sustainability-related dimensions of marketing, developing an awareness of professional and ethical responsibilities as an integrated part of their marketing competence.

Type of Instruction

The course is delivered on campus through a combination of lectures and seminar activities. You are expected to take responsibility for their self-studies, including engaging with assigned course literature and completing group assignments.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

General entry requirements and Mathematics 3b or 3c, and Civics 1b or 1a1+1a2. Or: Mathematics Further level 1b or Further level 1c, Civics level 1b, or level 1a1+1a2. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

The course assessment consists of the following examination forms:

Individual written exam (ILOs: 1.1, 2.2) representing 3 credits. An on-campus digital written examination assessing your ability to recognise, explain, and apply relevant theoretical concepts.

Group assignment (ILOs: 2.2, 3.3, 4.2), representing 2 credits. The exam consists of a team-based marketing simulation where you apply disciplinary concepts and theories to analyse and manage a fictional business scenario.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

| Name of the Test | Value | Grading |
|-------------------------|-----------|----------------|
| Individual written exam | 3 credits | A/B/C/D/E/FX/F |
| Group assignment | 2 credits | A/B/C/D/E/FX/F |

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you

are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Fahy, J., Jobber, D., & Hollensen, S. (2026). \ *Foundations of Marketing* , (latest edition). McGraw-Hill UK.

A reading list including peer-reviewed articles will be made available before the start of the course.