



## KURSPLAN

# Foundations of Marketing, 7,5 högskolepoäng

*Foundations of Marketing, 7.5 credits*

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<b>Kurskod:</b>	JFGG11	<b>Utbildningsnivå:</b>	Grundnivå
<b>Fastställd av:</b>	Council for Undergraduate and Masters Education 2021-03-29	<b>Utbildningsområde:</b>	Samhällsvetenskapliga området
<b>Gäller fr.o.m.:</b>	2021-08-23	<b>Ämnesgrupp:</b>	FE1
<b>Version:</b>	1	<b>Fördjupning:</b>	G1N
		<b>Huvudområde:</b>	Företagsekonomi

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### Lärandemål

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

Kunskap och förståelse

1. Explain concepts and models of marketing
2. Identify and explain the major factors influencing the development of marketing strategies in a dynamic business environment
3. Discuss the main challenges and strategies for effective marketing in society.

Färdighet och förmåga

4. Develop and evaluate marketing problems and marketing strategies in a dynamic environment.

Värderingsförmåga och förhållningssätt

5. Analyze complex international and diverse marketing environments and marketing strategies used in these environments
6. Evaluate organisational marketing activities.

### Innehåll

The course explores the place and impact of marketing in an organizational and societal context. It further deepens understanding of an international and diverse environment and develops abilities to actively anticipate and manage within this dynamic environment. Special emphasis is placed on developing understanding of the environment and its implications for marketing planning. Basic marketing strategies are explored, with emphasis on building marketing strategy through instruments of the marketing mix.

The thread of topics will reflect the nature of the program – emphasizing the sustainability as a key concept to be imbedded in the business – introducing the basics of sustainability and marketing.

The content reflects the various aspects relevant for marketing and include following:

- Macro-marketing and micro-marketing perspective: place, impact and analysis of marketing and communication to organizations and society;
- Marketing research and consumer behavior;

- Marketing strategies, marketing plan and marketing mix;
- Sustainable marketing;

### Connection to Research and Practice

This course explores marketing, marketing models and marketing strategies from a theoretical and practical perspective. The course focuses on the theoretical frameworks of marketing fundamentals and sustainability in business and societal settings. Lectures and seminars are conducted both by faculty and external specialists so that the students gain both theoretical and practical exposure to the topic. The course project gives students opportunity to apply theoretical knowledge and frameworks to understand the marketing environment, create and test product or service concepts and develop appropriate marketing strategy.

### Undervisningsformer

Lectures, videos, seminars, guest lectures, tutoring, group projects, and presentations. The teaching is conducted in English.

Undervisningen bedrivs på engelska.

### Förkunskapskrav

General entry requirements and Civics 1b or 1a1 and 1a2, Mathematics 3b or 3c. Or: Civics A, English B, Mathematics C.

### Examination och betyg

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

Individual Written Exam (ILOs: 1, 2 & 3) representing 3,5 credits

Individual course paper (ILOs: 4, 5, 6) representing 1,5 credits

Group project (ILOs: 4, 5, & 6) representing 2,5 credits.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual Written Exam <sup>†</sup>	3,5 hp	A/B/C/D/E/FX/F
Individual course paper <sup>†</sup>	1,5 hp	A/B/C/D/E/FX/F
Group project <sup>†</sup>	2,5 hp	A/B/C/D/E/FX/F

<sup>†</sup> Registration of examination:

All parts of 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 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, evaluators must be identified (elected) among the students. The course evaluation is

carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

## **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 plagiarizing. 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 plagiarizing 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.

Academic articles provided at the beginning of the course.