

Market Communication and Analysis

Programme course

6 credits

Marknadskommunikation och analys

TEAE14

Valid from: 2018 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G1X

Course offered for

- Graphic Design and Communication, Bachelor's Programme
- Air Transportation and Logistics, Bachelor's Programme
- Civic Logistics, Bachelor's Programme

Prerequisites

User Experience and Interaction Design

Intended learning outcomes

After the course, the student should be able to:

- Explain and apply fundamental models within the fields of marketing and marketing communication
- Analyze an organization's offering, its marketing communication and its environment from a marketing perspective
- Apply basic skills in writing a scientific report with the marketing field
- Communicate marketing related analyses and reasoning, in both spoken and written form

Course content

The course includes the following parts: To understand what an offering entails, what marketing communication can be, how an organization's environment affects its offering and marketing communication, the selection of customer segments to target with the offering and analysis of what customer segments existing organizations target, how the purchasing behavior of customers affect the offering and the marketing communication, and how an organization marketing can be understood from an economic, environmental and social sustainability perspective.

Teaching and working methods

The overall theme of the course is market planning, with emphasis on marketing communication. The teaching is carried out through lectures, seminars and a supervised group assignment, where the marketing communication of an organization or brand is analyzed. The group assignment and the seminars constitute parts of the examination, together with a number of individual tasks/assignments throughout the course.

Examination

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|------|---------------------------|-----------|------------|
| UPG1 | Written examination | 4 credits | U, 3, 4, 5 |
| PRA1 | Project work and seminars | 2 credits | U, 3, 4, 5 |

Grades

Four-grade scale, LiU, U, 3, 4, 5

Other information

Supplementary courses: Brands and Value Creation

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Daniel Ellström

Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 112 h

Course literature

Other

Fahy & Jobber - Foundations of Marketing (eller motsvarande). Additional material might be added.