

Industrial Marketing

Programme course

6 credits

Industriell marknadsföring

TEIM11

Valid from: 2017 Spring semester

Determined by

Board of Studies for Mechanical
Engineering and Design

Date determined

2017-01-25

Main field of study

Industrial Engineering and Management

Course level

First cycle

Advancement level

G2X

Course offered for

- Design and Product Development
- Energy-Environment-Management
- Mechanical Engineering, M Sc in Engineering

Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites

Basic course in industrial economics

Intended learning outcomes

After completing the course the student will be able to

- describe and explain central concepts within mass marketing, industrial (B2B) marketing and service marketing.
- analyse a company, its products/services and its context from a marketing perspective by using the three theoretical views mentioned
- develop a marketplan for a product/service
- communicate marketing focused analyses and reasoning

Course content

The content is focused on how a selling company should act on the market and especially towards its customers. Aspects discussed in the course are, among others,:

- the market environment - actors and forces
- buyer behaviour
- market segmentation and product positioning
- the offering (products, price etc.) and its design
- marketing channels.

The course mainly consists of three parts: consumer marketing, industrial marketing and service marketing. In each part the basic theories are presented and practical examples in form of cases are discussed.

Teaching and working methods

The tuition is in the form of lectures, assignments, case seminars and a project.

Examination

PRA1	Project work	3 credits	U, 3, 4, 5
TEN1	Written examination	3 credits	U, 3, 4, 5

The examination also consists of a number of mandatory assignments.

Grades

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

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Daniel Kindström

Course website and other links

Education components

Preliminary scheduled hours: 0 h

Recommended self-study hours: 160 h

Course literature

John Fahy & David Jobber, "Foundations of Marketing" (senaste upplagan)

Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.