

Industrial Marketing

Programme course

6 credits

Industriell marknadsföring

TEIM32

Valid from: 2017 Spring semester

Determined by
Board of Studies for Industrial
Engineering and Logistics

Date determined
2017-01-25

Main field of study

Industrial Engineering and Management

Course level

First cycle

Advancement level

G2X

Course offered for

- Industrial Engineering and Management, M Sc in Engineering
- Industrial Engineering and Management - International, 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 engineering

Intended learning outcomes

After completing the course a student should be able to:

- Describe and apply central models and methods in marketing with a focus on industrial marketing and service marketing.
- Perform a systematic analysis of a company, its product portfolio, and its environment from a marketing perspective, as well as understanding the impact of a new product/technology on the surrounding society.
- Apply relevant methods and tools in order to prepare a marketing plan, with a focus on market strategy aspects, in order to develop and launch a new product.
- Communicate marketing analyses and synthesized market information with a focus on market strategy aspects.

Course content

Course content includes (among other things): Developing and launching new products, Market orientation, Environmental scanning, Market analyses, Diffusion of innovations and technology, Differentiation, Business strategy, Segmentation, Targeting, Positioning, Market channels, Pricing, Sustainable marketing, Service marketing, Value, Relationships, Value propositions.

Teaching and working methods

The course consists of lectures, seminars, and assignment, as well as a larger project.

Examination

PRA1	Project assignment	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

Other information

Supplementary courses:

Industrial Market Research, Industrial Market and Technology Strategies, International Business, Industrial service development and Industrial sales

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Daniel Kindström

Course website and other links

<http://www.iei.liu.se/indek/utbildning/industriell-marknadsforing/teim32?l=sv>

Education components

Preliminary scheduled hours: 44 h

Recommended self-study hours: 116 h

Course literature

Kotler, Armstrong och Parment, "Principles of marketing - Swedish edition" eller Pearson, "Marknadsföring - Teori, strategi och praktik" (senaste upplagan) + 3 artiklar om tjänstemarknadsföring

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.