

# Advanced Consumer Marketing

Single subject and programme course

15 credits

Advanced Consumer Marketing

722A49

Valid from: 2015 Autumn semester

**Determined by**

The Quality Board at the Faculty of Arts  
and Sciences

**Date determined**

2015-10-16

## Main field of study

Business Administration

## Course level

Second cycle

## Advancement level

A1X

## Course offered for

- Master`s Programme in Business Administration - Strategy and Management in International Organisation

## Entry requirements

Bachelor's degree in Business Administration or Economics of at least 180 ECTS or equivalent. Alternatively, a bachelor's degree with/and at least 60 ECTS (two semesters of full-time study) of Business Administration-related courses (for example Accounting, Marketing, Organization Theory, Strategy, Finance, HRM).

English corresponding to the level of English in Swedish upper secondary education (English 6/B).

Exemption from Swedish 3/B.

## Intended learning outcomes

After completion of the course, the student should on an advanced level be able to:

- describe current trends in research on consumer marketing
- analyze and critically review concepts and implications of latest research on service innovation, branding, customer satisfaction, service logic, and consumer behavior.
- describe marketing research techniques used in contemporary business
- apply the theoretical and methodological knowledge in a real-world case of consumer research

## Course content

The course Advanced Consumer Marketing takes service innovation as its starting point and its emphasis is that a service innovation in the end does not happen if the consumers do not change their behavior. In particular, the course emphasizes the importance of brand innovation and behavioral innovation. The students will develop an understanding of what a service innovation is and how a firm can investigate consumer behavior through proactive market research techniques. We present, discuss and test market research methods such as observations, experiments and eye-tracking. The course integrates theory, cases and student projects in order to develop an understanding of consumer behavior and how to use this knowledge for making business decisions on innovation, marketing and sales.

## Teaching and working methods

The course is based on three central themes that are framed from a service innovation perspective. The course is specifically designed to enhance theoretical understanding and practical skills of students. Therefore, the use of hands-on learning and cases is emphasized. Specific teaching methods employed on the course are

- Interactive lectures based on pre-assigned readings of research and practice-based articles. These lectures introduce the students to the current theoretical understanding and key concepts in selected themes in consumer marketing.
- Each research theme is accompanied by a case that requires the students to work in groups to apply what they have learned to a real-world problem, as well as to present their solutions in seminar-style meetings. The cases are also reported in writing.
- The course ends with a project that takes the last four weeks of the course. The aim of the project is to apply the theoretical knowledge of course topics to a real-world problem, and to familiarize with latest proactive marketing research techniques and to apply these to solve a practical problem. The project includes an oral presentation of the findings, as well as a written project report.

## Examination

The course is examined through participation in discussions, case reports and project reports. Case- and project seminars are mandatory. Detailed information about the examination can be found in the course's study guide.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

## Grades

ECTS, EC

## Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

## Department

Institutionen för ekonomisk och industriell utveckling