

Marketing and Distribution

Single subject and programme course

7.5 credits

Marknadsföring och distribution

722G34

Valid from:

Determined by
The Quality Board at the Faculty of Arts
and Sciences

Date determined
2008-04-16

Main field of study

Business Administration

Course level

First cycle

Advancement level

G2X

Course offered for

- Business and Economics Programme

Entry requirements

Apart from the basic entry requirements, Sh A and Ma C, as well as 52.5 HE credits approved in business management or the equivalent are required for admission to the course.

Intended learning outcomes

On completion of the course, the student should be able to

- classify, assess and evaluate various types of marketing literature
- identify and analyse problems related to marketing issues in various types of organisations
- apply different marketing perspectives, particularly distribution, brand development and market communication
- describe the development of distribution theory and relate this to relations in consumer markets
- define, apply and evaluate important concepts in the fields of distribution, brand development and market communication
- thoroughly analyse the effects of different measures in distribution, brand development and market communication
- evaluate the interplay between distribution, brand strategy and market communication.

Course content

The course covers theories of distribution, trademarks and market communication for goods and services on consumer markets. To a certain extent, the approach is also applicable to industrial markets.

The course includes an advanced study of basic knowledge of segmentation, target group analysis and demography, which is applied in the development of distribution, trademarks and market communication.

In the contents, the above fields are integrated to enable the student to develop the ability to develop competitive distribution systems for different market conditions and customer groups.

Current research results related to the above fields are covered during the course.

Teaching and working methods

The course comprises a number of lectures that cover the fundamental features of the theory fields that are covered in the course. The lectures should contribute to enabling the student to structure the course contents and obtain examples from the marketing practice. The student receives further teaching in the form of a number of seminars, where the student should be active and on request submit written solution proposals. During the seminars, assignments and problems that the student is expected to prepare in advance are discussed, independently or in groups.

Examination

The course is examined in part with a written individual examination and in part with seminar assignments, which are reported orally and in writing.

Grades

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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