

Marketing Management

Single subject and programme course

7.5 credits

Marknadsföring

722G83

Valid from:

Determined by

The Quality Board at the Faculty of Arts
and Sciences

Date determined

2008-09-11

Main field of study

Business Administration

Course level

First cycle

Advancement level

G1X

Course offered for

- Master Programme in IT and Management
- Bachelor programme in Information Systems Analysis

Entry requirements

and Ma C + Sh A.

Intended learning outcomes

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

- use business administration concepts and models,
- account for how the activities of organisations are marketed,
- account for how economic activities can be described and measured
- independently identify, structure, analyse and communicate business economic issues that are necessary for continued studies and/or tasks,
- demonstrate a critical and reflecting attitude towards the subject.

Course content

The course covers fields such as market structure, competition, distribution conditions and buyer behaviour. In the course, market research and market planning are also covered.

Teaching and working methods

The teaching takes the form of lectures, supervision and seminars. The students should also study independently.

Examination

The course is examined through a written examination at the end of the course, or in the form of a project work within the framework of the teaching, or in both these forms.

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

Three-grade scale, U, G, VG

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