

## Marketing Management

Marknadsföring  
7.5 credits

Single subject course

722G83

Valid from: 2010 Autumn semester

<b>Determined by</b>	<b>Main field of study</b>	
The Quality Board at the Faculty of Arts and Sciences	Business Administration	
<b>Date determined</b>	<b>Course level</b>	<b>Progressive specialisation</b>
2008-09-11	First cycle	G1N
<b>Revised by</b>	<b>Disciplinary domain</b>	
	Social sciences	
<b>Revision date</b>	<b>Subject group</b>	
	Business Administration	
<b>Offered first time</b>	<b>Offered for the last time</b>	
Autumn semester 2008		
<b>Department</b>	<b>Replaced by</b>	
Institutionen för ekonomisk och industriell utveckling		

## Entry requirements

General entry requirements for undergraduate studies  
and  
Mathematics corresponding to the level of Mathematics in Swedish upper  
secondary education (Matematik 3b/3c or Matematik C)

## 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.

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

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 conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.