

# Marketing

Single subject and programme course

7 credits

Marknadsföring

722G86

Valid from: 2010 Autumn semester

**Determined by**

The Quality Board at the Faculty of Arts  
and Sciences

**Date determined**

2009-11-20

## Main field of study

Business Administration

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Business and Economics Programme - International - French
- Business and Economics Programme - International - Spanish
- Business and Economics Programme - International - German

## Examination

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