

Marketing

Single subject and programme course

7 credits

Marknadsföring

722G93

Valid from: 2021 Spring semester

Determined by

The Quality Board at the Faculty of Arts
and Sciences

Date determined

2009-01-20

Revision date

2020-06-26

Main field of study

Business Administration

Course level

First cycle

Advancement level

G1N

Course offered for

- Business and Economics Programme

Entry requirements

General entry requirements for undergraduate studies
and

Mathematics and Social Studies corresponding to the level in Swedish upper
secondary education (Matematik 3b/3c and Samhällskunskap 1b/(1a1 and 1a2)
and

English corresponding to the level of English in Swedish upper secondary
education (Engelska 6)

Examination

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 instead 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.

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