

Marketing

Marknadsföring

7 credits

Single subject and programme course

722G93

Valid from: 2021 Spring semester

Determined by	Main field of study	
The Quality Board at the Faculty of Arts and Sciences	Business Administration	
Date determined	Course level	Progressive specialisation
2009-01-20	First cycle	G1N
Revised by	Disciplinary domain	
Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Social sciences	
Revision date	Subject group	
2020-06-26	Business Administration	
Offered first time	Offered for the last time	
Spring semester 2009		
Department	Replaced by	
Institutionen för ekonomisk och industriell utveckling		

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 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 carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

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.