Business Administration 3 - Marketing Management

Företagsekonomi 3 - Marknadsföring
30 credits

Single subject course

723G83

Valid from: 2017 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**
2016-06-17	First cycle	G2E
Revised by	**Disciplinary domain**	
	Social sciences	
Revision date	**Subject group**	
	Business Administration	
Offered first time	**Offered for the last time**	
Spring semester 2017		
Department	**Replaced by**	
Institutionen för ekonomisk och industriell utveckling		

Entry requirements

- 60 ECTS credits in Business Administration, with a minimum of 52,5 ECTS credits passed including a course in research methods of 7,5 ECTS credits, or equivalent
- English corresponding to the level of English in Swedish upper secondary education (Engelska 6)
  Exemption from Swedish

Intended learning outcomes

On completion of the course, the student should be able to:
- demonstrate advanced knowledge of business administration models and business administration theories
- apply the acquired knowledge to current problems in marketing management
- critically analyse economic conditions and development tendencies
- independently plan and carry out a scientific work in marketing management
- critically review and discuss a scientific work in marketing management

Course content

This course consists of three parts. The first part, Marketing and Consumer Behaviour 7,5 credits, introduces students to marketing and consumer behavior. Central in the course is the process and activities consumers engage in when acting on today´s markets e.g., selecting, purchasing, using, evaluating, and disposing products and services. At the core of consumer behavior is the study of how the world is influenced by the actions of marketers and the understanding of the wider role of consumers, consumption culture and consumerism in today's world.

The second part, Service Management and Marketing 7,5 credits, introduces students to service management and marketing. The focus of the course concerns how firms can co-create value with their customers to provide unique customer experiences. In addition the course covers topics such as new service development, service quality, service recovery and the use of different market channels. The core of service is the interaction between customers, employees and the service scape and the different roles that both customers and employees can adopt.

The last part of the course consists of the preparation and completion of a bachelor thesis, 15 credits.

Teaching and working methods

The teaching takes the form of lectures and seminar exercises and in the last module, essay tutoring. The students should also study independently. Language of instruction: English

Examination

Examination of the two first modules is in the form of written examinations or in the form of project work within the framework of the teaching, or in both of these forms. The thesis is presented and defended at a seminar. The examination also includes critical review of another essay and active participation in the entire seminar series. Detailed information about the examination can be found in the course's study guides.

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.