

Employer Branding and Marketing

Single subject and programme course

7.5 credits

Arbetsgivarvarumärke och marknadsföring

723G86

Valid from: 2017 Spring semester

Determined by

The Quality Board at the Faculty of Arts
and Sciences

Date determined

2017-02-03

Offered for the last time

Spring semester 2021

Replaced by

759G64

Main field of study

Business Administration

Course level

First cycle

Advancement level

G1X

Course offered for

- Bachelor Programme in Human Resources

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 beteendevetenskap och lärande