

# Market Communication and Analysis

Programme course

6 credits

Marknadskommunikation och analys

TEAE14

Valid from: 2021 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2020-09-29

## Main field of study

Graphical Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Bachelor's Programme in Graphic Design and Communication
- Bachelor's Programme in Air Transportation and Logistics
- Bachelor's Programme in Civic Logistics

## Prerequisites

User Experience and Interaction Design

## Intended learning outcomes

After the course, the student should be able to:

- Explain and apply fundamental models within the fields of marketing and marketing communication
- Analyze an organization's offering, its marketing communication and its environment from a marketing perspective
- Apply basic skills in writing a scientific report with the marketing field
- Communicate marketing related analyses and reasoning, in both spoken and written form

## Course content

The course includes the following parts: To understand what an offering entails, what marketing communication can be, how an organizations environment affects its offering and marketing communication, the selection of customer segments to target with the offering and analysis of what customer segments existing organizations target, how the purchasing behavior of customers affect the offering and the marketing communication, and how an organization marketing can be understood from an economic, environmental and social sustainability perspective.

## Teaching and working methods

The overall theme of the course is market planning, with emphasis on marketing communication. The teaching is carried out through lectures, seminars and a supervised group assignment, where the marketing communication of an organization or brand is analyzed. The group assignment and the seminars constitute parts of the examination, together with a number of individual tasks/assignments throughout the course.

## Examination

UPG1	Written examination	4 credits	U, 3, 4, 5
PRA1	Project work and seminars	2 credits	U, 3, 4, 5

## Grades

Four-grade scale, LiU, U, 3, 4, 5

## Other information

Supplementary courses: Brands and Value Creation

### About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is Swedish, the course as a whole or in large parts, is taught in Swedish. Please note that although teaching language is Swedish, parts of the course could be given in English. Examination language is Swedish.
- If teaching language is Swedish/English, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English (depending on teaching language).
- If teaching language is English, the course as a whole is taught in English. Examination language is English.

### Other

The course is conducted in a manner where both men's and women's experience and knowledge are made visible and developed.

The planning and implementation of a course should correspond to the course syllabus. The course evaluation should therefore be conducted with the course syllabus as a starting point.

## Department

Institutionen för ekonomisk och industriell utveckling

## Director of Studies or equivalent

Johan Holtström

## Examiner

Thomas Rosenfall

## Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 112 h

## Course literature

### Books

Fahy, John, Jobber, David, (2019) *Foundations of marketing* Sixth edition  
London : McGraw-Hill Education, [2019]  
ISBN: 9781526847348, 1526847345, 9781526847355

### Other

Additional material might be added.