Market Communication and Analysis

Marknadskommunikation och analys
6 credits

Programme course

TEAE14

Valid from: 2024 Spring semester

Determined by	**Main field of study**	
Board of Studies for Computer Science and Media Technology	Graphic Design and Communication	
Date determined	**Course level**	**Progressive specialisation**
2023-08-31	First cycle	G1F
Revised by	**Disciplinary domain**	
	Social sciences	
Revision date	**Subject group**	
	Business Administration	
Offered first time	**Offered for the last time**	
Spring semester 2018		
Department	**Replaced by**	
Institutionen för ekonomisk och industriell utveckling		

Course offered for

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

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

TEN1	Written examination	4 credits	U, 3, 4, 5
PRA2	Project work and seminars	2 credits	U, G

Grades for examination modules are decided in accordance with the assessment criteria presented at the start of the course.

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 could be given in Swedish, or partly in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- 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.

Other

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.

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.

The course is campus-based at the location specified for the course, unless otherwise stated under “Teaching and working methods”. Please note, in a campus-based course occasional remote sessions could be included.