

Market Communication

Programme course

6 credits

Marknadskommunikation

TEIE56

Valid from: 2017 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

2017-01-25

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G1X

Course offered for

- Graphic Design and Communication, Bachelor´s Programme
- Air Transportation and Logistics
- Civic Logistics

Prerequisites

Business economics

Intended learning outcomes

After completing the course the student will be able to:

- describe and explain central concepts within mass marketing, industrial (B2B) marketing and service marketing with a special focus on market communication and external audits
- analyse a company and its context from a marketing perspective
- develop a market analysis and explain how it is done.
- communicate market-oriented analyses and reasoning

Course content

The central elements in the course concern how a company should act on the market and communicate with the market through a marketing plan. Aspects discussed in the course are, among others: - the market environment - actors and forces - buyer behaviour - market segmentation and product positioning - the offering (products, price etc.) and its design - branding, market communication and marketing channels. Some emphasis is on how the offer is communicated with the market, how it reaches the customer and how information on and from the market should be evaluated. How a company or an organization acts differs depending on buying situation and if the purchase concerns consumer goods, industrial goods or services in various market environments.

Teaching and working methods

The course is of a problem-solving character with a focus on marketing planning with the sub-theme market communication. The tuition is in the form of lectures, cases and a supervised project work (groups). The aim of the project work is to establish a marketing plan. The marketing plan should cover the basics in market analysis. The project work is part of the examination.

Examination

UPG1	Oral and written examination	3 credits	U, 3, 4, 5
PRA2	Project	3 credits	U, 3, 4, 5

UPG1 consists of a number of smaller tests during the course.

Grades

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

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Thomas Rosenfall

Course website and other links

<http://www.iei.liu.se/indek/utbildning/industriell-ekonomi/teie56?l=sv>

Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 112 h

Course literature

Parment, A. (2014) Marknadsföring, Studentlitteratur, Lund. ISBN (10): 9144094493, ISBN(13): 9789144094496 Artiklar och OH-material från webben.