

**MARKETING, 5 credits**  
**Marknadsföring (7.5 ECTS credits)****A level**  
**MAF855**

The board of the School of Information Science, Computer and Electrical Engineering approved the syllabus on June 11, 2003.

**PLACEMENT IN THE ACADEMIC SYSTEM**

The course is included as an optional course in the third year of the Computer Systems Engineering Programme, the Electrical Engineering Programme, the Programme for Information and Communication Technology and the Mechatronic Engineering Programme.

**SPECIAL PREREQUISITES AND CONDITIONS FOR ADMISSION**

Admittance to the programme or single subject course.

**PURPOSE AND OBJECTIVES**

The course will impart knowledge about the basic terms and questions, mainly on a tactical level. When the students have completed this course, they should have an overall picture of marketing, the influencing factors and the ways of decision.

**PRIMARY CONTENTS**

The course deals with theoretical models as well as with real case studies and marketing analyses. The course is intended to give basic knowledge of the information collection, research methodology and also knowledge of the changes of demand, segmentation and positioning.

In this course, students work with the different tools of competence of companies, of the product price, distribution and communication decisions, partly regarding their strategic aspects and partly regarding their tactical ones. In this section, we also deal with the strategic control of marketing and market planning is seen as the main theme.

Furthermore, industrial marketing and the marketing of services is investigated.

The course deals with the integration of marketing in an organisation, starting from the business idea, overall goals and strategies.

**LEARNING AND TEACHING METHODS AND EXAMINATION**

Lectures, lessons and exercises. The lessons are integrated into case studies and into the application of practical problem situations. Some lessons and exercises are compulsory.

The students are required to read the literature on their own. Therefore, the teaching is concentrated on the overall perspective and on the application of the material in terms of exercises and case studies.

There will be a written exam and also a grading of the report completed as individual tasks or group work.

Grades for the entire course are assigned on the scale Fail (U), 3, 4, and 5 (the grading system used in most Swedish, technical educations where 3 is the equivalent to a Pass). The grades of a total course is the average of the included partial courses that the student has passed.

**COURSE EVALUATION**

After completion of a course, the Director of Studies is responsible for giving the students the opportunity to participate in course evaluation. The results from the course evaluation will be used for further development and planning of the course. Participation in course evaluation is anonymous. The results are communicated to the director of studies, lab leader, teachers and students. A list of results and proposed measures are reported to the school board.

**COURSE LITERATURE**

Håkansson & Snehota, *Developing relationship in business network*, International Thomson business press, 1995

Helgesson, T., *Culture in International Business*  
Academia Adacta, 1996, ISBN 91-972763-2-4

Kotler, P. & Armstrong, G., *Principles of Marketing*, European edition  
Prentice-Hall, 1996, ISBN 0-13-165903-0

Plus the background material of the lessons.

The University reserves the right to change course details.