



# Fundamentals of Marketing - 7,5 credits - Course syllabus

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**Course code:** FE697U

**Level:** Basic level

**Subject group:** (FE1)

**Area code:** Business Administration (FÖA)

**Educational area:** Social Science 100%

**Main field of study:** Business Administration

**Proportion of placement:** -

**Swedish title:** Grundläggande marknadsföring

**Decision:** Approved by the board 2012-03-20. Valid from 2012-03-21

**Reference number:** U2012-242-449

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## General information

This is a compulsory course for the fulfilment of the graduation requirements for the Degree of Bachelor of Science in Business and Administration. The course is also offered as a single contract teaching course.

## Level of study

G1N First cycle, has only upper-secondary level entry requirements

## Entry requirements

General entry requirements

## Content

- Consumer behaviour
- What consumers consume: The offerings: Products
- What consumers consume: The offerings: Services
- What consumers consume: The offerings: Experiences
- Pricing: Understanding and capturing customer value
- Relations as a consequence of exchanges of values

- Consumers and businesses as actors of the market
- The business as creating expectations of its offerings: Branding, communication and sales
- The business as creating expectations of its offerings: Branding
- The business as creating expectations of its offerings: Communication
- The business as creating expectations of its offerings: Sales
- Mass consumption, segmentation and personalization
- The business to business market
- The creation of values, inside the business, with other businesses, and with the customers
- The business as offering of values
- Definition of value, value analysis

## **Intended learning outcomes**

### *Knowledge and understanding*

On completion of the course, the student should

- have knowledge and understanding for basic theories, models, ideas, and approaches within the different fields of marketing
- have an understanding for the assumptions affecting the design and role of marketing
- know how culture influences organisations in a business context
- be aware of how cultural differences affects daily life
- have some knowledge of basic cultural theory

### *Skills and abilities*

On completion of the course, the student should

- be able to identify different marketing problems
- be able to implement theories/models to describe, explain, and analyse different marketing problems
- critically assess interactions between companies/organisations and customers
- critically assess and discuss consumer behaviour seen from different perspectives
- critically assess marketing strategies in different contexts
- be aware of the influences culture has on e.g. marketing

### *Judgement and approach*

On completion of the course, the student should

- from a marketing perspective discuss and present an extensive evaluation of different marketing alternatives
- critically examine different marketing alternatives
- be more familiar with the meaning of customer satisfaction
- have cultural differences in mind in different marketing situations.

## Implementation

The structure of the course combines lectures within marketing and cross cultural management with a project that preferably should be based on a practical placement. During the course there will be an introduction to a project which aims at giving the students the opportunity, if it is practically possible, combine practical experience at a company with relevant literature concerning how to draw up a marketing plan. The practical placement is part of the course and includes tutoring, and an oral as well as written presentation at the end of the course. The other part of the course consists of lectures related to fundamentals of marketing and cross cultural management.

## Examination – tests and forms

The examination is based on group assignments and seminar performances. After the course completion the students in each group will get an individual grade as a result of the collective grade that the group gets. *The group assignments/practical projects (7,5 credit points)* will be evaluated through participation in the seminars as well as the submission of the written reports/marketing plans. Students will be graded on a Pass with honours, Pass or Fail basis.

## Course evaluation

Course evaluation is performed in accordance with guiding principles issued by the University College.

## Decision

Approved by the board 2012-03-20. Valid from 2012-03-21

## Transitional rules

A student admitted in accordance with this syllabus is entitled to be assessed according to the terms set down in it one (1) year after it has ceased to apply, i. e. when it has been replaced by a new syllabus or the course has been discontinued. A student who has not passed the course within one year of the date when the syllabus ceased to apply can, within another two years and subject to approval by the examiner, be offered further examination opportunities in accordance with a course syllabus deemed very similar to that of the discontinued course. However, the examination opportunities offered must only involve a marginal increase in the resources used. Subsequently, the student can only receive a certificate of passed course components.

## Literature

The literature list is subject to change up to a month before course start

Course literature is available for loan or download at the library (<http://www.hkr.se/library/>). Talking books for students with reading impairment are searchable and downloadable in Legimus (<http://www.legimus.se/102610/engelska-english>).

- Armstrong, G., Kotler, P. (2008), *Marketing : an introduction*. 9 edition. Upper Saddle River, N.J. : Pearson Prentice Hall (641 p).