

SYLLABUS

Principles of Marketing 7.5 credits M0015N

Marknadsföring, grundkurs

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2023-02-15**

Principles of Marketing 7.5 credits M0015N

Marknadsföring, grundkurs

First cycle, M0015N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG *	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

Course Aim

The course aims to provide a broad introduction to the field of marketing. The student should develop basic knowledge in the area and gain an understanding of the role of marketing in companies and organizations.

After passing the course, the student should be able to:

Knowledge and understanding

1. describe and explain basic concepts, theories and models within marketing, and how these are related to each other

Competence and skills

2. apply basic marketing concepts, theories and models in the analysis of practical situations and of companies'/organizations' marketing
3. search and critically evaluate relevant information, including scientific sources, in order to analyze companies'/organizations' marketing
4. draw relevant conclusions and formulate recommendations based on analysis of companies'/organizations' marketing
5. in writing and orally report and discuss information, analysis and conclusions related to companies'/organizations' marketing
6. manage in-text references and list of references in a correct and clear manner in accordance with the specified standard

Judgement and approach

7. use well-reasoned arguments for analysis
8. critically reflect on and evaluate marketing from a sustainability perspective

Contents

The course deals with marketing from a company/organization perspective. Marketing is based on an understanding of customers' needs, with the aim to create value for customers and build profitable, long-term customer relations. The course focuses primarily on consumer markets, but industrial markets are also included. The main topics of the course are buying behaviour, segmentation, targeting, positioning, and the marketing mix. Sustainability aspects on marketing are also discussed, as well as strategic and marketing planning. The course provides a suitable base for further studies in the area of marketing.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course is carried out in the form of lectures, seminars, supervision, individual assignments and team assignments. Parts of the course can be taught in English.

For students in the bachelor program in International Business, the whole course is normally given in English.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. Course aim 1-2 are examined through a written test and written individual assignments.

Course aim 2-8 are examined through written group assignments.

Course aim 4-5 are examined through oral presentations and seminars.

A requirement for passing the course is attendance at compulsory sessions.

For all compulsory parts / modules in the course, ONE opportunity is given for completion during the course. Subsequent supplementary opportunities are offered during the re-examination periods in March and August or the next time the course is given. Completion of written assignments must be submitted no later than the last day of each re-examination period. Submitted work will be corrected within three weeks from this date. Students who want to complete a missed seminar should register via the function mailbox (M0015N@itu.se) no later than three weeks before the first day of the re-examination period in order to get a place booked and information about when the seminar is given.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@itu.se, no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Due to similar content, the course cannot be included in a degree together with the courses M0004N or M0011N or other courses with similar content.

Overlap

The course M0015N is equal to M0011N, IEM333, U0010N, M0004N

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Written exam	U G VG *	4.5	Mandatory	A16	
0004	Written group assignments	U G#	2	Mandatory	A21	
0005	Written individual assignments	U G#	0.5	Mandatory	A21	
0006	Oral presentations and seminar	U G#	0.5	Mandatory	A21	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2023-02-15

Syllabus established

by Department of Business Administration and Social Sciences 2007-02-28