

SYLLABUS

Industrial marketing 7.5 credits M0037N

Industriell marknadsföring

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2022-06-14**

Industrial marketing 7.5 credits M0037N

Industriell marknadsföring

First cycle, M0037N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	G U 3 4 5	Industriell ekonomi	Industrial Engineering and Management

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 + Swedish upper secondary school course English 6.

Selection

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

Course Aim

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

Knowledge and understanding

1. Describe key marketing concepts, theories and models and how it applies to the industrial marketing context.
2. Identify the distinctive characteristics of an industrial market and explain the difference between marketing in consumer markets versus industrial marketing.
3. Explain the role of relationships and networks in industrial marketing.

Competence and skills

4. Apply industrial marketing concepts and theories to different business case scenarios to provide solutions to challenges within the field.
5. Analyze the process of value creation and its importance in industrial marketing.
6. Assess the competitive advantage of an organization by evaluating its marketing strategy.

Judgement and approach

7. Apply an analytical approach to define problems in industrial marketing and critically reflect on companies' marketing practices.
8. Critically reflect on one's own learning within the subject area of the course.

Contents

The aim of this course is to develop an understanding of the importance of marketing in industrial markets. Focusing on an organization's value creation processes and strategic decision-making, students are introduced to the fundamental principles of marketing and are expected to apply these to contemporary business scenarios. The course also underscores the importance of relationship marketing and networks in industrial markets. To complement and build on engineers' other areas of competence, the course combines theoretical learning with practical problem-solving, by applying it to a simulation. An important part of the course and learning is the group assignment where students are trained in their abilities to formulate arguments in writing and to present these verbally in a professional manner.

Realization

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

This course includes lectures, an in-class simulation, a group assignment, and an individual learning reflection. During lectures, students will be encouraged to engage in group discussions that help them to critically analyze current topics, such as the role of industrial marketing in the fourth industrial revolution and what the industrial Internet of Things entail. Students will practice independent work and cognitive thinking by means of the individual assignments. Their problem-solving and analytical capabilities are trained through the simulation exercise and by collaborating in the group assignment. Furthermore, students will practice their ability to communicate in spoken and written 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. The course is assessed through both individual and group assignments.

Course aims 1-2 are assessed through a written individual exam.

Course aims 3, 4, 5, 6 and 7 are assessed through a written group assignment and an oral group presentation.

Course aims 4 and 6 are assessed through the individual simulation assignment.

Course aim 8 is assessed through an individual reflection assignment.

Active participation and attendance in mandatory sessions are required to pass the course. All parts must be completed with at least the grade G# or 3, as outlined in the Modules section of the syllabus. For the final course grade (U, 3, 4, or 5), weighting is applied as follows:

- Individual written exam 55%
- Written group assignment 45%

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@ltu.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.

Replaces the course Principles of marketing, M0004N.

Due to overlap, the course cannot be included in the degree together with M0004N or M7020N or other course with similar content.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Written exam	G U 3 4 5	3	Mandatory	A22	
0002	Written group assignment	G U 3 4 5	2.5	Mandatory	A22	
0003	Oral group presentation	U G#	0.5	Mandatory	A22	
0004	Individual simulation assignment	U G#	1	Mandatory	A22	
0005	Individual reflection assignment	U G#	0.5	Mandatory	A22	

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 Social Sciences, Technology and Arts 2022-06-14

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11