

SYLLABUS

Marketing Management 7.5 credits M7004N

Marketing Management

Course syllabus admitted: Autumn 2023 Sp 1 - Present

DECISION DATE
2022-02-11

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Marketing Management

Second cycle, M7004N

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

Main field of study

Business Administration

Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass. This must include the following course: Principles of marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 30-285 credits

Course Aim

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

Knowledge and understanding

1. apply concepts of marketing management

Competence and skills

2. present and discuss information, analysis and conclusions related to marketing management in written and oral form
3. make informed marketing decisions based on realistic problems with limited access to information
4. analyze marketing situations through a systematic approach

Judgement and approach

5. apply a systematic analytical approach to define problems in marketing management, draw relevant conclusions and formulate recommendations based on analysis of companies' strategic and operational marketing

Contents

The course is concerned with management of the marketing function in companies. Learning is facilitated through a simulation tool. The course is based on the student applying his / her combined theoretical knowledge in marketing to make strategic and tactical decisions and to evaluate the consequences of these actions. Furthermore, the course covers concepts and theories that form the basis for marketing decision-making. Based on these concepts and theories, students work with analysis and understanding of complex marketing situations.

Realization

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

Simulation, lectures, seminars, supervision, individual assignments and team assignments. The course is 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 1-5 are assessed in oral group assignment and written group assignment. Course aim 3-5 are assessed in individual and group simulation exercise.

A prerequisite for approved results is attendance at compulsory attendance occasions.

The results of all the course parts are weighted together to the final grade on the course (U / G / VG).

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, not 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. Note that attendance at course start is compulsory.

Overlap

The course M7004N is equal to IEM327

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Individual and group simulation exercise	U G#	1.5	Mandatory	A21	
0003	Oral group assignment	U G#	3.5	Mandatory	A21	
0004	Written group assignment	U G#	2.5	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 Social Sciences, Technology and Arts 2022-02-11

Syllabus established

by Department of Business Administration and Social Sciences 2008-02-28