

SYLLABUS

Industrial Markets and Networks 7.5 credits M7020N

Industriella marknader och nätverk

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2022-02-11**

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Industriella marknader och nätverk

Second cycle, M7020N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	G U 3 4 5	Företagsekonomi	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

The goal of the course is that students develop knowledge and abilities in industrial marketing with a focus on networks and relationship building in industrial markets, buying behavior and marketing and sales activities.

After passing the course the students should be able to:

1. explain and apply central concepts in industrial marketing
2. identify and analyze industrial networks and relations
3. analyze buying behavior in industrial markets and relate this to marketing and sales activities
4. present, discuss and report solutions to industrial marketing problems.

Contents

The lectures will deal with industrial networks and relationships, procurement, marketing and selling in industrial markets. Case studies and project work will be utilized in order to apply knowledge and skills.

Realization

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

Lectures, seminars, supervision and group 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. In a written test, the following abilities are examined:

1. explain and apply central concepts in industrial marketing

In compulsory assignments and seminars, the following abilities are examined:

1. explain and apply central concepts in industrial marketing
2. identify and analyze industrial networks and relations
3. analyze buying behavior in industrial markets and relate this to marketing and sales activities
4. present, discuss and report solutions to industrial marketing problems.

The two modules (written test, assignments and seminars) is graded individually with U or G#. The results from the two modules is then weighed together to a final grade for the course (U/3/4/5).

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, 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.

Due to similar content, the course can not be included in a degree together with the courses M0005N, M0013N, M0023N, M0033N or other courses with similar content.

Overlap

The course M7020N is equal to M0023N, M0033N, M0005N, M0013N

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#	2.5	Mandatory	A17	
0003	Compulsory assignments and seminars	U G#	5	Mandatory	A17	

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 Head of the Department of Business Administration and Social Sciences 2010-02-19