

**SYLLABUS**

# **Degree project in business and economics, specialisation marketing, Master 30 credits M7039N**

**Examensarbete civilekonom, inriktning företagsekonomi,  
specialisering marknadsföring**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE  
2023-02-15**

# Degree project in business and economics, specialisation marketing, Master 30 credits M7039N

## Examensarbete civilekonom, inriktning företagsekonomi, specialisering marknadsföring

### Second cycle, M7039N

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

## Entry requirements

Admission to the course requires that the student has attained at least 135 credits of the compulsory courses in years 1 - 3 for the Degree of Master of Science in Business and Economics, specialisation in marketing. The following courses should be included in this and be completed entirely with at least a pass grade: Principles of Marketing (M0015N) 7,5 credits, Scientific theory, research methods and ethics (G0012N) 15 credits, Creative marketing communication (M0035N) 15 credits and Consumer behaviour (M0036N) 7,5 credits, or equivalent knowledge.

## Selection

The selection is based on 30-285 credits

## Course Aim

The aim of the course is for the student to practice, develop and show their ability to, in an adequate way, apply theory and method in order to solve unstructured problems relevant to professional activities in business administration with a specialisation in marketing.

Upon completion of the course the student shall be able to:

Develop and formulate a relevant research problem from a selected subject in the area of marketing

Utilize scientific studies and judge their relevance to the selected problem

Manage different, and differences between, theoretical areas at an advanced level

Carry out a well-motivated and relevant selection of theoretical foundation for the study

Select and motivate specific research methods for the study with a demonstrated understanding of the impact on the results of the study

Collect relevant information for the study with a clear connection to the selected theory and method

In a relevant way present the collected information in written format

Based on the selected theory and method, and in a scientifically correct way, analyze and draw conclusions concerning the selected research problem

Evaluate the scientific and practical relevance of the results

Perform written communication in a linguistically and scientifically correct manner

Orally communicate the results of the study to scholars in the area as well as to individuals without specific knowledge in the area

Defend the results

Critically evaluate other studies in a constructive and scientific manner

## Contents

The degree project is a thesis that is typically written by two students together. The total work effort should correspond to 20 weeks of full-time work per student. A scientific approach should be used to study a problem in the research area of marketing. The study is then presented as a written report and orally. Each student shall also critically evaluate and perform opposition on a degree project written by other students.

## Realization

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

Teaching is conducted in the form of seminars and individual supervision. At the start of the course, the students write a brief memorandum including a discussion of the problem area and the purpose of the thesis. This memorandum is then further developed into a research proposal. Each student should then together with another student write a thesis, applying relevant scientific methods.

The right to supervision ends at the final seminar. For students who have completed the seminar series but who have not received a passing grade on the work, there is the option to submit a revised version for assessment at later submission times without re-registration. If the seminar series has not been completed within the course session, including revisions of the work, the entire course (with all examination elements) must be redone, which can only be done by re-registration at future course sessions.

## 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 the written report, the student shall demonstrate the ability to:

Develop and formulate a relevant research problem from a selected subject in the area of marketing

Utilize scientific studies and judge their relevance for selected problem

Manage different, and differences between, theoretical areas at an advanced level

Demonstrate a well-motivated and relevant selection of theoretical foundation for the study

Select and motivate specific research methods for the study with a demonstrated understanding of the impact on the results of the study

Collect relevant information for the study with a clear connection to the selected theory and method

In a relevant way present the collected information in written format

Based on the selected theory and method, and in a scientifically correct way, analyze and draw conclusions concerning the selected research problem

Evaluate the scientific and practical relevance of the results

Perform written communication in a linguistically and scientifically correct manner

In the oral presentation and opposition, the student shall demonstrate the ability to:

Orally communicate the results of the study to scholars in the area as well as to individuals without specific knowledge in the area

Defend the results

In the opposition, the student shall demonstrate the ability to:

Critically evaluate other studies in a constructive and scientific manner

To pass the course the student shall participate in compulsory seminars as well as register the thesis according to LTU's rules.

## 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](mailto: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.

Supervisors are appointed by the examiner in consultation with the course coordinator.

Luleå University of Technology does not accept cheating and plagiarism. Students suspected of being involved in any form of cheating and/or plagiarism are reported to the disciplinary board. The disciplinary measures are warning or suspension from studies for a limited time.

## Overlap

The course M7039N is equal to M7023N

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Start of degree project	U G#	0	Mandatory	S14	
0002	Public discussion of other's degree project	U G#	0	Mandatory	S14	
0003	Oral presentation	U G#	0	Mandatory	S14	
0004	Accepted report	U G VG *	30	Mandatory	S14	Yes

## Last revised

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

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2013-06-17