



PROGRAMME IN BUSINESS AND ECONOMICS

EKF104 Marketing, 6 credits

Marknadsföring, 6 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Programme in Business and Economics (ICU) on 2019-06-13 and was last revised on 2020-11-06 to be valid from 2021-01-18, spring semester of 2021.

Field of education: Social Sciences 100%

Department: Programme in Business and Economics

Other participating department

Department of Business Administration

Position in the educational system

The course is included in the Bachelor's Programme in Business and Economics during semester 2. The course is not offered as a freestanding course.

The course can be part of the following programme: 1) Bachelor's Programme in Business and Economics (S1EKA)

Main field of studies

Business Administration

Specialization

G1N, First cycle, has only upper-secondary level entry requirements

Entry requirements

General entrance requirements for university studies and the Swedish upper secondary courses English B, Mathematics C, Civics A or English 6, Mathematics 3b/3c, Civics 1b/1a1-1a2 or equivalent.

Learning outcomes

Upon completion of the course, the student shall have acquired basic knowledge in the field of marketing and learnt how to deal with marketing issues from different perspectives.

On successful completion of the course the student will be able to:

1. describe and explain basic concepts, principles, and theories in the field of marketing
2. explain relationships between different basic concepts, principles, and theories in marketing
3. use basic concepts, principles, and theories in marketing for analysis and solution of marketing problems
4. explain and reflect on the role of marketing in society.

Course content

Marketing is a subject in business administration intended to create value for customers, organisations, as well as for society-at-large. In the course, central concepts, principles, and theories in marketing and how they can be used for analysis and solution of marketing problems are presented and explained. Central parts that are discussed are marketing environment, marketing strategy and the marketing mix, and how these can create value for organisations, customers, and surrounding society. Sustainability perspectives on marketing activities are introduced and discussed.

Form of teaching

Lectures, seminars and supervision.

Assessment

Learning outcomes 1-4 are assessed through an individual written examination.

Learning outcomes 3 and 4 are also assessed through a written project report that is carried out in groups.

Due to resource constraints, the project report can only be performed and assessed within the course dates.

In addition to compulsory examination elements there can be non-compulsory elements during the course which gives the student possibility to prepare for the individual written examination. From these elements, it is possible to bring bonus points. Students can only participate in the non-compulsory assignments and earn extra points while they are registered in the course.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

To obtain a pass grade on the course, pass is required on the individual written examination and a passed project report. To determine the final grade, points from the non-compulsory assignments are combined with the points received from the written examination and the project report. Any points earned from the non-compulsory assignments are only valid during the course instance (initial exam and two re-exams).

Course evaluation

Upon completion, the course will be evaluated in accordance with the rules for course evaluations established by the Bachelor's Programme in Business and Economics at the School of Business, Economics and Law. The result and any changes in the course structure should be communicated to both the students who completed the evaluation and to the students who will start the course.

Additional information

The course can not be used in qualification together with either EP1320 Marketing or FEG100 Business Administration 1, Introductory Course, module Marketing.