FEG301  Marketing, Bachelor Course, 15 credits
Marknadsföring, kandidatkurs, 15 högskolepoäng
First Cycle

Confirmation
This course syllabus was confirmed by School of Business, Economics and Law on 2010-06-28 and was last revised on 2019-11-11 by Department of Business Administration to be valid from 2020-01-20, spring semester of 2020.

Field of education: Social Sciences 100%
Department: Department of Business Administration

Position in the educational system
The course is given as a single subject course in first-cycle Business Administration and is studied on completing Business Administration 1 and 2, (30 + 30 credits). As per the admission requirements below, the course is studied either as part of a package with course FEG311 (Marketing, Bachelor Thesis, 15 credits) or as extra theory at bachelor level.

The course can be part of the following programmes: 1) Programme in Business and Economics (S1EPG) and 2) Programme in Business and Economics (S1HEM)

Main field of studies  Specialization
Business Administration  G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Entry requirements
Admission to the course requires at least 105 credits, at least 45 of which must be from Business Administration 1 (FEG100) and Business Administration 2 (FEG200) or equivalent.
Learning outcomes
For each sub-course, intended learning outcomes are stated under "Course content".

Course content
The course comprises two sub-courses: Consumer Behaviour, 7.5 credits; and, Marketing Trends, 7.5 credits.

Sub-courses
1. Consumer Behaviour (Konsumentbeteende), 7.5 credits
Grading scale: Pass with Distinction (VG), Pass (G) and Fail (U)

Learning outcomes
Upon successful completion of the sub-course the student shall be able to:
1. Describe and explain consumer behaviour from different scientific perspectives
2. Analyse and problematize contemporary consumption patterns
3. Design, apply, and reflect on consumer research methods.

The qualitative degree targets for a Degree och Bachelor relate to the intended learning outcomes as follows:

<table>
<thead>
<tr>
<th>Qualitative targets</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge and understanding</td>
<td>1+2+3</td>
</tr>
<tr>
<td>Competence and skills</td>
<td>3</td>
</tr>
<tr>
<td>Judgement and approach</td>
<td>2+3</td>
</tr>
</tbody>
</table>

Course content
The sub-course in consumer behaviour provides an in-depth understanding of consumer culture and the role or consumers on the market. Central concepts, theories and methods for analysing consumption of products, brands and advertisement are discussed in the sub-course – analyses contributing valuable insights to strategic decisions in companies and other organizations. The sub-course is divided into four main themes within consumer behaviour: Consumer society, Consumer practices, Consumer psychology, and Consumer research.
Form of teaching
The teaching is based on:

- lectures, introducing the students to each main area
- seminars or workshops, in which students engage with data collection analysis and/or discussions
- tutoring, for the individual assignment.

Language of instruction: English

Due to a high level of interactive activities, the course requires a high degree of engagement by the students, that is, active participation by the students is required in lectures, seminars and workshops. The students are also expected to read ahead and be prepared to discuss, and defend, own opinions.

Examination and assessments

Learning outcomes (LO) 1 and 3 are assessed through four individual smaller tests performed in a digital environment and four group assignments, one test and one assignment per module. LO 2 is assessed through an individual written assignment.

Individual assignment: One individual assignment accounts for 80% of the final grade. The instructions for the individual assignment will be given to students early in the course, allowing students to integrate their learning and constantly develop their assignment throughout the course.

An individual written assignment that does not meet the requirements for a pass grade can either be completed or be deemed to be of a quality that necessitates the writing of an entirely new individual written assignment. A completed individual written assignment can only be submitted for a grade of Pass (G) and not for a Pass with Distinction (VG). If completion does not take place within the prescribed time, the individual written assignment will fail and a new individual written assignment can be done in the end of the semester.

Smaller individual tests: In each module there will be a smaller test to be completed individually. The test can be failed/passed (F/P). A failed test can be re-taken later.

Group assignments: Four group assignments account for 20% of the final grade (4x5=20). Depending on the module, the form of the group assignment may
Due to resource constraints, the group assignments can only be performed and assessed within the course dates.

Grades
The grading scale comprises: Pass with Distinction, Pass, and Fail

As a minimum requirement to pass the sub-course, all learning outcomes need to be passed, i.e. the students must receive at least 50 percent of the maximum points on each assignment. To obtain Pass with Distinction the students must pass all learning outcomes and receive at least 75 percent of the maximum points on the individual assignment or pass all learning outcomes and receive at least 75 percent of the course total.

2. **Marketing Trends** (*Marknadsföringstrender*), 7.5 credits
Grading scale: Pass with Distinction (VG), Pass (G) and Fail (U)

Learning outcomes
Upon completion of the sub-course the student shall be able to:

1. Describe and explain contemporary theoretical, practical, and societal trends within marketing.
2. Structure and analyze contemporary trends to problematize their marketing implications and opportunities.
3. Discuss, evaluate, and reflect on contemporary trends from a marketing perspective.

The qualitative degree targets for a Degree of Bachelor relate to the intended learning outcomes as follows:

<table>
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</thead>
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<tr>
<td>Knowledge and understanding</td>
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<td>3</td>
</tr>
<tr>
<td>Judgement and approach</td>
<td>2+3</td>
</tr>
</tbody>
</table>

Course content
Contemporary marketing faces new challenges and opportunities provided by ongoing societal trends. Understanding these trends and how they relate to
ongoing societal trends. Understanding these trends and how they relate to marketing in a competitive landscape is important for the development of marketing practice and theory. This sub-course deals with four selected major contemporary trends related to marketing from a theoretical, practical, and societal perspective.

Form of teaching
The teaching is based on:

- **lectures**, introducing students to a respective trend;
- **seminars or workshops**, in which students engage with an analysis of a trend;
- **tutoring**, offered for the individual assignment.

Language of instruction: English

Due to a high level of interactive activities, the course requires a high degree of engagement by the students, that is, active participation by the students is required in lectures, seminars and workshops. The students are also expected to read ahead and be prepared to discuss, and defend, own opinions.

Examination and assessment
Learning Outcome (LO) 1 is assessed through group assignments and the individual written assignments. (LO) 2 is assessed through group assignments. (LO) 3 is assessed through the individual assignment.

Individual assignment: One individual assignment accounts for 80 % of the final grade. The instructions for the individual assignment will be given to students early in the course, allowing students to integrate their learning and constantly develop their assignment throughout the course.

An individual written assignment that does not meet the requirements for a pass grade can either be completed or be deemed to be of a quality that necessitates the writing of an entirely new individual written assignment. A completed individual written assignment can only be submitted for a grade of Pass (G) and not for a Pass with Distinction (VG). If completion does not take place within the prescribed time, the individual written assignment will fail and a new individual written assignment can be done in the end of the semester.

Group assignments: Four group assignments account for 20 % of the final grade
Form of teaching
See each sub-course.

Language of instruction: English

Assessment
See each sub-course.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

Grades
The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U). As a minimum requirement to pass the sub-course, all learning outcomes need to be passed, i.e. the students must receive at least 50 percent of the maximum points on each assignment. To obtain Pass with Distinction the students must pass all learning outcomes and receive at least 75 percent of the maximum points on the individual assignment or pass all learning outcomes and receive at least 75 percent of the course total.
Course evaluation
The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.