FEG376  Marketing Trends, 7.5 credits
Marknadsföringstrender, 7,5 högskolepoäng
First Cycle

Confirmation
This course syllabus was confirmed by Department of Business Administration on 2016-05-24 and was last revised on 2019-11-11 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 Marketing Trends (7.5 credits) is a single subject bachelor course, first cycle (third year), offered to exchange students at the School of Business, Economics and Law.

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, where at least 7.5 credits in Marketing is included.

Learning outcomes
On successful completion of the course the student will 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 targets for a Degree of 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**
Contemporary marketing faces new challenges and opportunities provided by 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 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.

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.

*Language of instruction:* English

**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 (4x5=20). Depending on the module, the form of the group assignment may include written text, a presentation, or any other form of representation.

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

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 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.

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*First Cycle*
Course evaluation
Course evaluation is anonymous and is via either the learning platform or via a written questionnaire issued at the last timetabled lesson and/or at the examination. The results of the course evaluation are to be communicated via the course board and the course’s website.

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.