



## DEPARTMENT OF BUSINESS ADMINISTRATION

### **FEK102 Business Administration, Marketing, 7.5 credits**

Företagsekonomi, Marknadsföring, 7,5 högskolepoäng

*First Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Department of Business Administration on 2019-09-10 and was last revised on 2022-05-24 to be valid from 2022-08-29, autumn semester of 2022.

*Field of education:* Social Sciences 100%

*Department:* Department of Business Administration

#### **Position in the educational system**

The course is offered as a freestanding course.

The course can be part of the following programmes: 1) European Studies Program (S1EUR), 2) Bachelor's Programme in Logistic management (S1LOG) and 3) Program in Environmental Social Science (S1SMI)

#### *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 6, Mathematics 3b/3c, Civics 1b/1a1+1a2 or equivalent.

#### **Learning outcomes**

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

1. Recognize and identify problems that firms commonly face in their marketing activities.
2. Explain fundamental concepts and be knowledgeable about how different components of marketing are interrelated as well as be familiar with different

views of marketing.

3. Describe fundamental theories, models and strategic tools in the field of marketing.
4. Analyse and evaluate the importance of sustainable marketing for different businesses and products.
5. Evaluate and critically relate to scientific methods in marketing.

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

Qualitative targets	Learning outcomes
<i>Knowledge and understanding</i>	1+2+4+5
<i>Competence and skills</i>	1+3+5
<i>Judgement and approach</i>	4+5

### Course content

This course covers central concepts, models and theories in the field of marketing. Marketing deals with issues related to how consumers, companies and organisations 'do business' with each other. Knowledge of customer needs as well as the relation and interaction with the customer is critical to a firm's profitability and long-term survival. The number of actors continues to increase in both the consumer and the producer markets, implying an increasingly competitive environment. Buyers can be increasingly demanding and generally have access to a large number of sellers. At present, there is nothing to suggest that this trend will change, i.e. that markets will start becoming less competitive, in the foreseeable future. In order for markets and firms to remain competitive, it is of utmost importance to be able to offer the customer a good and preferably also unique product/service.

### Form of teaching

Lectures and tutorial/student contact.

*Language of instruction:* Swedish

Teaching in English may occur.

### Assessment

Learning outcomes 1–2 and 4–5 are examined via 3 individually completed digital tests. Learning outcomes 2–5 are examined via an individually completed written exam.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the 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, but no more than two years, after the course has ceased/been changed. The same applies to placements and professional placements (VFU), although this is restricted to just one additional examination session.

### **Grades**

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

To pass the course, a student must have achieved all learning outcomes. This means a passing grade (A-E) on the written exam and Pass (G) on the digital tests. The course grade (A-F) is based on of the individual performance on the exam.

### **Grade (Definition) Characteristic:**

A (Excellent) A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (Fail) The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale UG (Fail/Pass).

**Course evaluation**

A course evaluation is conducted anonymously either digitally via the course website or via a written questionnaire handed out at the last scheduled meeting of the course or in connection with the exam. The results of the evaluation are to be communicated to students via the course committee and course 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.