



DEPARTMENT OF BUSINESS ADMINISTRATION

FEK102 Business Administration, Marketing, 7.5 credits

Företagsekonomi, Marknadsföring, 7,5 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Business Administration on 2019-09-10 and was last revised on 2020-02-25 to be valid from 2020-08-31, autumn semester of 2020.

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 B, Mathematics C, Civics A or 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. Recognise 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 degree targets for a Degree of Bachelor relate to the intended 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.

If the student has been granted special educational support from the University of Gothenburg because of a disability, the examiner has the right to offer the student an adapted test.

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).

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 pass the course, a student must receive a passing grade on all intended learning outcomes. This means a passing grade (A-E) on the written exam and Pass (G) on the digital tests. The compulsory elements of the course must also be completed. The course grade (A-F) is based on of the individual performance on the exam.

Compulsory attendance

Attendance is required at the course introduction and at guest lectures.

A student who does not participate needs to complete a special make-up assignment within the prescribed time.

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.