COURSE SYLLABUS

Fördjupningskurs, marknadsföring
Supplementary course, Marketing
15 ECTS credit points (15 högskolepoäng)

1 Course title and credit points
The course is titled Supplementary course, Marketing/Fördjupningskurs, marknadsföring and awards 15 ECTS credits. One credit point (högskolepoäng) corresponds to one credit point in the European Credit Transfer System (ECTS).

2 Decision and approval
This course is established by The Quality Education Committee 2013-06-13. The course syllabus was revised by Head of Department of Industrial Economics and applies from 2014-06-17.

3 Objectives
The objectives of the course is for the students to advance their understanding and ability to create a strategic and comprehensive marketing plan, which includes integrated public relations and advertising, employing traditional and/or more current digital technologies.

4 Content
The course deals with the strategic processes in modern organizations, from market analyses, product development, test marketing, market launches, logistics, and market assessments. Special consideration will be given to customer-orientation and customer-based strategies.

Developing a plan to communicate to important stakeholders.
Examining how new technologies and media change the strategic landscape and affect the role of engineers.

5 Aims and learning outcomes
• Be able to analyze the promotional needs of a communication campaign, employing all available tools of promotion.

• Be able to employ those tools to build and execute a communications plan.
• Be able to incorporate social media in building brands and communicating with strategic market groups.
• Be able to explain and apply theoretical concepts and models in the field

6 Learning and teaching
The students will engage in extensive readings, case examinations, class discussions, and short paper assignments in order to reach the course’s objectives and content. Feedback, both formal in terms of a grade, and informal in terms of teacher’s comments will guide the students to achieve their learning outcomes.

7 Assessment and grading

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<tr>
<th>Code</th>
<th>Module</th>
<th>Credit</th>
<th>Grade</th>
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<td>Assignment 1</td>
<td>1 ECTS</td>
<td>A–F</td>
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<td>Assignment 2</td>
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<td>Exam</td>
<td>10 ECTS</td>
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The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Insufficient, supplementation required, F Fail.

8 Course evaluation
The course coordinator is responsible for systematically gathering feedback from the students in course evaluations and making sure that the results of these feed back into the development of the course.

9 Prerequisites

10 Field of education and subject area
The course is part of the field of education and is
included in the subject area Business Administration.

11 Restrictions regarding degree
The course cannot form part of a degree with another course, the content of which completely or partly corresponds with the contents of this course.

12 Course literature and other teaching material
Supplementary course, Marketing
Plus a compendium of articles that will be referenced and linked throughout the course concerning social media and digital marketing.