

This syllabus was revised May 10, 2010. Link to the new syllabus:  
[http://www.usbe.umu.se/utbildning/kursplaner/2fe029\\_100511.pdf](http://www.usbe.umu.se/utbildning/kursplaner/2fe029_100511.pdf)

## Marketing A, 7.5 ECTS

### Marknadsföring A

Credit points: 7.5 ECTS

Course code: 2FE029

Responsible Unit: Umeå School of Business

Subject: Business Administration

Level: Undergraduate (Introductory A)

Subject area/Field of education: Social Sciences

Grading scale Fail-Pass-Pass with distinction

*The course is included in the International Business Program at Umeå School of Business. The course is also offered to exchange students within formal agreements.*

### 1. Confirmation

The course is established by the Faculty of Social Sciences at Umeå University and the syllabus was confirmed by the Board of Umeå School of Business on May 28, 2009. The syllabus is valid from August 31, 2009.

### 2. Content

The course is intended to develop the student's competence and ability to identify and analyze an organization's opportunities and problems from a marketing perspective. By taking a theoretical perspective, starting with the concepts of marketing and also by applying marketing tools to various fictitious and real problems, the course's objective will be fulfilled. The marketing planning and implementation process is presented, demonstrating that value for customers can be created through these marketing activities. Within this course, the starting point for marketing activities is explained, beginning with the organization's external environment. Marketing is also discussed from a societal perspective through comprehensive problem assessment and reflection on ethics in marketing. Marketers choose between a number of marketing tools to make strategic decisions that will communicate with the potential customers in a suitable way.

The course is divided into four main themes:

- *Analysis of the marketing environment:* Organizations' marketing environment, consumer behavior, and analytical tools, e.g. marketing research.
- *Strategic marketing decisions:* Decisions about segmentation, differentiation, and positioning.
- *Tools used for creating customer value:* Procedures for creating customer value and how to attract and reach chosen segments by using the marketing mix. Belonging to this theme are also tools used in integrated marketing communications, e.g. how an organization's offering can be communicated in a coordinated, consistent, clear, and competitive way.

*Marketing, ethics, laws, and regulations:* Marketing as a phenomenon is discussed based on regulations, as well as moral and legal aspects. This is done by viewing marketing from the perspectives of the company, consumer, and overall society.

### 3. Expected learning outcomes

After completing the course, the student should be able to:

- Describe what analyses of the marketing environment involve and explain how factors in an organization's marketing environment can influence marketing decisions.
- Explain and illustrate, with examples, comprehensive strategic concepts within marketing.
- Identify and choose suitable strategies for an organization based on analysis of its marketing environment and internal conditions.
- Explain and analyze the different tools in the marketing mix.
- Describe different communication channels and relate them to strategic choices, as well as to decisions within the marketing mix.
- Critically reflect upon and discuss marketing from different perspectives.

Additional to the expected learning outcomes, assignments are designed to improve students' generic skills as a preparation for subsequent courses and the expectations of future employers. Students are expected to develop abilities to:

- Plan and conduct assignments within given time frames
- Relate theoretical knowledge to practical experiences and cases
- Communicate orally and in written assignments
- Use elementary computer skills

#### **4. Required knowledge**

Matematik C, Samhällskunskap A, Svenska B/Svenska 2 B samt Engelska B.

To enter the course general admission requirements are demanded (exemption is given for required courses in Swedish) as well as special requirements for the subject's mathematics and social science. The students should have mathematics corresponding to C-level at Swedish Gymnasium (approximately three years in upper secondary education) and social science corresponding to A-level at Swedish Gymnasium.

Language: Students are required to have adequate knowledge of English corresponding to English B-level at Swedish Gymnasium, or, corresponding levels in internationally recognized tests of English proficiency such as the TOEFL test (a score of 550 is required on the paper-based test, and 213 on the computer-based test); IELTS (a score of 6,0 is required, with no individual score below 5,0); or University of Cambridge/Oxford test.

The course is only aimed for foreign exchange students studying at Umeå School of Business within formal exchange agreements.

#### **5. Focus of instruction**

The two first themes in this course, *analysis of the marketing environment* and *strategic marketing decisions*, are managed through lectures and mandatory tasks, e.g. literature seminars and case assignment. The case assignment will increase students' understanding of how to handle these themes and how they are related to each other. The case requires an analysis of fictitious and real marketing problems. The case work, done in groups, provides one part of the final grade.

The theme relating to *tools used for creating customer value* is managed through lectures where empirical examples are discussed in relation to the literature. Academic articles, as well as articles from the daily press and periodicals, are used to facilitate students' understanding of how choices can be made within the marketing mix and to show how customer value can be communicated. Students will be given a written assignment within this theme and this will count as one part of the final grade.

The final theme, *marketing from an ethical perspective*, will be presented and discussed in lectures and by using cases. The work of different public authorities, organizations, and companies will be analyzed in respect of marketing and the consequences of consumption.

#### **6. Examination modes**

Oral and written examinations are made continuously throughout the course. A written examination will conclude the course.

All examination will be in English.

The following grading system will be used:

Pass with distinction (Väl godkänd, Vg, 75% or more),

Pass (Godkänd, G, 50% or more)

Fail (Underkänd, U, less than 50%).

In order to pass the course, the student must complete all parts of the examination i.e. reach 50% of the points of each part. To receive the grade pass with distinction, the student must reach at least 75% of the total points on the course.

In case of failure on seminar participation or individual and group assignments, compensating assignments must be completed in accordance with instructions given on each occasion.

Students who do not pass the written examination will be offered a re-examination opportunity within 2-3 weeks. Beyond that, additional opportunities to complete the written examination normally arise every academic year one-week prior to the start of the autumn term.

When a student has failed an examination on two occasions, he or she has a right to have another grading teacher. A written request for an alternative examiner should be handed to the director of studies no later than two weeks before the next examination opportunity.

Rules and regulations concerning the production of academic texts and correct referencing will be applicable to all written assignments.

Guest lectures during the course might be used as basis for examination.

Student who has passed an examination can not redo the examination to get a higher grading.

Grades on the course are awarded when students have passed all examinations and compulsory course elements.

## **7. Academic credit transfer**

Academic credit transfers are according to the University credit transfer regulations.

## **8. Course literature**

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Jobber, David, John Fahy, (2009) *Foundations of Marketing*, 3rd edition, McGraw Hill Education Europe.

Articles: a selection of international scientific articles will be used in the examination of the module. The list of articles (between 3 and 5, approximately 40-70 pages) will be available at least one month prior to the start of the course.

Case material will be added according to the teacher's instructions.

Students will in addition to the above book and article selection, search and find journal articles, newspaper articles, etc, for use in papers and seminars.

