

## KURSPLAN

# Internal Marketing and Communication, 7,5 högskolepoäng

*Internal Marketing and Communication, 7.5 credits*

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Kurskod:	LIMK12	Utbildningsnivå:	Grundnivå
Fastställd av:	Utbildningschef 2021-11-29	Utbildningsområde:	Samhällsvetenskapliga området
Reviderad av:	2024-11-21	Ämnesgrupp:	FE1
Gäller fr.o.m.:	Våren 2025	Fördjupning:	G1F
Version:	2	Huvudområde:	Företagsekonomi

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## Lärandemål

On completion of the course, the students should be able to:

### Kunskap och förståelse

- explain basic concepts and models of marketing and communication
- identify and explain the major factors influencing marketing strategies
- explain the meaning of internal marketing and account for its aims, in general as well as from a human resource management (HR) perspective
- identify and discuss the main challenges and strategies for effective communication within complex and/or diverse organizational settings

### Färdighet och förmåga

- develop marketing strategies that mirror current market trends
- with specific focus on the HR function, develop strategies for marketing and communications, towards internal as well as external parties

### Värderingsförmåga och förhållningssätt

- analyze critical situations in organizations and identify what internal communications are necessary, including to assess what challenges and risks exist with regards to, for example, international and/or cultural diversity
- analyze critical situations and create plans for effective communication, internally as well as externally
- analyze situations and determine what communication is necessary to promote change in organizations

## Innehåll

The content reflects the various aspects relevant for marketing and communication and include following:

- Macro-marketing and micro-marketing perspective: place, impact and analysis of marketing and communication to organizations and society
- Marketing Environmental and strategies,
- Market segmentation and Positioning
- Proposition and Branding Decisions

- Marketing Communications
- Digital and Social Media Marketing
- Link between the internal and external marketing
- Employer Branding and its role in shaping employees' perceptions and behaviour - with a focus on employee life cycle
- Place, role and dynamics of communication in a contemporary world
- Effective inter-organization communication in intercultural and contemporary global business environments

### **Undervisningsformer**

The course is structured in two different modules. One module addresses topics related to external marketing. This module aims to provide the fundamental marketing concepts and frameworks helping with the management of the strategic relationship between the company and the customer/market. The second module focuses on internal marketing as it aims at providing an overview of the most fundamentals frameworks and concepts to strategize and operate integrated marketing between the company and the employee.

The teaching consists of lectures, videos, seminars, guest lectures, tutoring, group projects, and presentations.

An e-learning platform is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

Undervisningen bedrivs på engelska.

### **Förkunskapskrav**

General entry requirements and 15 credits in Business Administration including Organisational theory, or the equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

### **Examination och betyg**

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The forms of examination are individual written examination, group assignment, and oral

presentation.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided in a study guide distributed at the beginning of the course.

The final grade will be the result of all components (assignment, presentation, exam), and the final grade will be weighted in relation to the credits assigned to each component. The student must pass each component in order to pass the course.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student is entitled to request that the next examination be assessed and graded by a new examiner. The decision to accept or reject such a request is made by the vice dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured and that there are exceptional reasons for this, including the student's right to targeted study support.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Group Assignment + Presentation Internal Marketing	3,5 hp	A/B/C/D/E/FX/F
Individual Written Exam Internal Marketing & Communication	4 hp	A/B/C/D/E/FX/F

### Kursvärdering

The instruction is followed-up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

### Kurslitteratur

#### Literature for Fundamentals of Marketing module:

Baines, Paul; Fill, Chris; Rosengren, Sara & Antonetti, Paolo (2017). *Fundamentals of Marketing*. Oxford University Press. (Selected chapters). Latest edition applies.

**Literature for Internal Marketing module:**

Brink, Annekie & Berndt, Adele (2012). *Relationship marketing and customer relationship management*. Juta and Company Ltd. (Chapter 4: Internal Marketing)

Ahmed, P. K., & Rafiq, M. (2013). *Internal marketing*. Routledge. (Chapters 3, 4, 5)

Case studies

Please note that at the beginning of the course, complementary academic literature maybe suggested. This literature will be selected based both on the development of new contemporary research and on class interest on specific topics.

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

**Citing Sources – How to Create Literature References**

<https://ju.se/library/search-write/reference-management.html>

**Sourcewise: A Student's Guide to Avoiding Plagiarism**

Information about plagiarism at higher education institutions  
Available in the learning management system