



## KURSPLAN

# Internal Marketing and Communication, 7,5 högskolepoäng

*Internal Marketing and Communication, 7.5 credits*

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<b>Kurskod:</b>	LIMK18	<b>Utbildningsnivå:</b>	Grundnivå
<b>Fastställd av:</b>	VD 2018-07-13	<b>Utbildningsområde:</b>	Samhällsvetenskapliga området
<b>Gäller fr.o.m.:</b>	2018-08-01	<b>Ämnesgrupp:</b>	FE1
<b>Version:</b>	1	<b>Fördjupning:</b>	G1F

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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 strategies, marketing plan and marketing mix
- 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 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 (eller motsvarande kunskaper).

### **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 instruction and course literature.

The intended learning outcomes are examined through a number of assessments including individual written examination, individual and group assignment.

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.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Group Assignment + Presentation Internal Marketing	3 hp	A/B/C/D/E/FX/F
Seminar Internal Marketing	0 hp	U/G
Individual Written Assignment Communication	1,5 hp	A/B/C/D/E/FX/F
Individual Written Exam Internal Marketing & Communication	3 hp	A/B/C/D/E/FX/F

### Kursvärdering

The instruction is followed up throughout the course. At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student representative/student representatives (course developer/s). The evaluation, which is published on the relevant e-learning platform and submitted to the administration, is to function as a basis for future improvements to the course.

### Kurslitteratur

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

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

*Citing Sources – How to Create Literature References*

<http://ju.se/library/search--write/citing-sources--how-to-create-literature-references.html>

### The Interactive Anti-Plagiarism Guide – Jönköping University

Information about plagiarism at higher education institutions

<http://pingpong.hj.se/public/courseId/10565/publicPage.do>

Also available in the course event on the e-learning platform PING PONG