



## COURSE SYLLABUS

# Foundations of Marketing and Communication, 7.5 credits

*Foundations of Marketing and Communication, 7,5 högskolepoäng*

---

<b>Course Code:</b>	JFMG16	<b>Education Cycle:</b>	First-cycle level
<b>Confirmed by:</b>	Council for Undergraduate and Masters Education Jun 2, 2016	<b>Disciplinary domain:</b>	Social sciences
<b>Revised by:</b>	Examiner May 11, 2017	<b>Subject group:</b>	FE1
<b>Valid From:</b>	Aug 21, 2017	<b>Specialised in:</b>	G1N
<b>Version:</b>	2	<b>Main field of study:</b>	Business Administration
<b>Reg number:</b>	IHH 2017/1972-313		

---

### Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. explain concepts and models of marketing and intercultural communication;
2. identify and explain the major factors influencing the marketing strategies;
3. discuss the main challenges and strategies for effective communication in an intercultural setting.

Skills and abilities

4. develop marketing strategies in a dynamic environment;
5. develop strategies for effectively communicating internally, as well as with constituents in an outer international and diverse environment.

Judgement and approach

6. analyze complex international and diverse marketing environments;
7. make decisions and build effective communication;
8. develop communication skills to promote change in organizations.

### Contents

The course explores the place and impact of marketing and communication in an organizational and societal context. It further deepens understanding of an international and diverse environment and develops abilities to actively anticipate and manage within this dynamic environment. Special emphasis is placed on developing understanding of the cross cultural environment and its implications for marketing and communication. Basic marketing strategies are explored, with emphasis on building marketing strategy through instruments of the marketing mix.

Internal marketing and communication as a tool for change management is explored. Students are introduced to communication strategies and tactics – within and between organizations. The intercultural perspective is especially supported reflecting the nature of a contemporary globalized business world.

The binding tread of topics will reflect the nature of the program – emphasizing the sustainability as a key concept to be imbedded in the business – introducing the basics of sustainable marketing.

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 research and consumer behavior;
- Marketing strategies, marketing plan and marketing mix;
- Sustainable marketing;
- Place, role and dynamics of communication in a contemporary world;
- Effective communication in intercultural and diverse environments;
- Basic of negotiation and persuasion in intercultural setting.

### **Type of instruction**

Lectures, videos, seminars, guest lectures, tutoring, group projects, and presentations.

The teaching is conducted in English.

### **Prerequisites**

General entry requirements and Civics 1b or 1a1 and 1a2, Mathematics 3b or 3c. Or: Civics A, English B, Mathematics C.

### **Examination and grades**

The course is graded A, B, C, D, E, FX or F.

The intended learning outcomes are examined through a number of assessments including individual written examination, individual learning reflection, and marketing plan and project (emphasizing writing and presentation skills):

Assessment:

The ILOs listed above are assessed through the following types of examination:

Individual learning reflection (20%) Value 1,5 credits. ILO 3, 6 & 7

Marketing plan project (30%) Value 2.5 credits. ILO 4, 5, & 6

Marketing plan presentation (10%) Value 1.5 credits. ILO 5, 7 & 8.

Individual Written Exam (40%) Value 2 credits. ILO 1, 2 & 3.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### **Course evaluation**

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### **Other information**

#### Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide. Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

P. Kotler, G. Armstrong, & A. Parment (2011) *Principles of marketing (Swedish edition)*; Pearson Education, London. (selected chapters)

Academic articles provided at the beginning of the course.