



COURSE SYLLABUS

Marketing Management, 7.5 credits

Marketing Management, 7,5 högskolepoäng

Course Code:	MLBK13	Education Cycle:	Basic level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Revised by:	Examiner Dec 22, 2016	Subject group:	FE1
Valid From:	Jan 16, 2017	Specialised in:	G1F
Version:	4	Main field of study:	Business Administration
Reg number:	IHH 2016/5044- 313		

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

- demonstrate knowledge of what marketing management means in practice; including that marketing is a company-spanning process.
- demonstrate that they know and comprehend relevant concepts.
- describe the need and use of market information on all levels in an organization.

Skills and abilities

- analyse marketing problems from a business perspective.

Judgement and approach

- conceptualise a market offer from the company's and consumer's perspective.

Contents

Important parts of the course include: the marketing management process, marketing as a cross-functional process, the need for and use of information in marketing, marketing in theory and in practice, marketing in the light of business ethics, and marketing in view of current market characteristics. The course should also provide examples of themes in the contemporary marketing discourse.

Type of instruction

The course includes lectures and seminars. Problem-based learning is emphasised. Students are expected to plan and take responsibility for self-studies, including reading assigned course literature and completing group assignments.

The teaching is conducted in English.

Prerequisites

30 credits in Business Administration or Economics or equivalent.

Examination and grades

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

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Students are evaluated individually, based on a written exam, a seminar assignment and a group assignment (group project). The individual exam represents 50% of the course grade, the seminar 20% and the group project 30 % and. All three forms of evaluation partly assess all intended learning outcomes. However, the focus on each ILO differs between the forms of evaluation.

Students receive a pass or fail decision on each part of the course. To pass the course, students require a minimum of 60% of the total course points. To pass the course with distinction, students must pass each part of the course acquiring a minimum of 80% of the total course points.

ILO 1, 2 & 3: written exam

ILO 4 & 5: group project

ILO 3, 4 & 5: seminar assignment

Registration of examination:

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

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

Course evaluation

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

Literature

Lamb, C.W., Hair, J.F and McDaniel, C. 2017. *MKTG (Principles of Marketing)* - latest edition. Cengage Learning.

A reading list of articles will be made available at the start of the course.