



School of Economics and Management

## **FEKH22, Business Administration: Business-to-Business Marketing, 7.5 credits**

*Företagsekonomi: Business-to-Business Marketing, 7,5  
högskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2017-10-17 and was last revised on 2019-02-22. The revised syllabus applies from 2019-02-22, autumn semester 2019.

### **General Information**

This course is an elective course in Business Administration belonging to the Marketing specialization at the Undergraduate level. The course can be studied within the Business Administration and Economics Programme, the International Business Administration and Economics Programme, the Bachelor Programme in Business Administration and Economics as well as an independent-subject course.

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

### **Knowledge and understanding**

- Have demonstrated thorough knowledge of the theories in the field of business to business marketing.

### **Competence and skills**

Have demonstrated ability to use theories and concepts to analyze business to business marketing problems.

- Can give recommendations on improvements of business marketing issues.
- Can present and discuss their analyses.

### **Judgement and approach**

- Have demonstrated an ability to judge when and how specific models and concepts in the field of international business and multinational enterprises are applicable.

### **Course content**

The objective of the course is to give students a deeper knowledge and skills of the area of Business marketing.

The course is introduced with a general description of the characteristics of business markets. Next, the course focuses on four fields of business marketing; Strategy, Organization, Purchasing, and the Distribution channel design.

The main part of the course examines the various management tools and models, which have emerged within the area of business marketing.

### **Course design**

The teaching consists of lectures, guest lectures and a seminar. Lectures present and discuss central issues. Researchers and managers present specific cases at guest lectures. Student assignments and cases are discussed during seminars. Examination is based on assignment (paper written and presented).

### **Assessment**

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, E, D, C, B, A.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

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*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

Studies in Business Administration, corresponding to at least 60 UCP or ECTS-cr from undergraduate level studies.

## Further information

The course FEKH22 Business-to-Business Marketing cannot be combined with FEKA59 or FEK170 in a degree.

## Subcourses in FEKH22, Business Administration: Business-to-Business Marketing

Applies from H11

0701 Business-to-Business Marketing, 7,5 hp  
Grading scale: Fail, E, D, C, B, A