



LUND
UNIVERSITY

School of Economics and Management

FEKH20, Business Administration: Marketing Management - Bachelor Course, 15 credits

*Företagsekonomi: Kandidatkurs i marknadsföring, 15
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2011-05-11 and was last revised on 2017-10-16 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2017-10-16, autumn semester 2017.

General Information

The course is a course in Business Administration at undergraduate level. The course can be studied within, the Degree of Master of Science in Business and Economics – Programme (Civilekonomprogrammet) as well as an independent-subject course.

The course is can be given in Swedish/English. Students must therefore be able to communicate in Swedish/ English, both orally and in writing.

Language of instruction: English and Swedish

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 is given to those students who can:

Knowledge and understanding

- Extend his or her knowledge in, and develop his or her understanding of, the principles of marketing and show ability in applying this knowledge and understanding in practice.

- Show methodological knowledge within Marketing.

Competence and skills

- Handle the most common software and tools as Microsoft Excel and Powerpoint, SPSS and miscellaneous databases
- Take position to which information and knowledge that is needed to be able to plan, make decisions and implement different marketing tasks
- Analyze the market with the help of quantitative and qualitative methods.
- Be able to operationalize and practically handle market penetration, image, customer satisfaction, loyalty, lifestyle, familiarity, brand equity, price elasticity, and demand.
- Plan the marketing for a business, a brand or a product
- Put together, present and argument for a market and communication plan, oral as well as written
- Reason with regard to, plan and asses market communication, pricing, distribution, sale and product development from a holistic perspective.

Judgement and approach

- Assess which theories, models and concepts that is relevant to analyze, understand and handle the market and its actors
- Make qualified assessments and recommendations regarding market strategic questions as choice of target group and positioning from market data
- Develop an independent and critically approach to theory and practice of marketing

Course content

During the course the participant will work with, and create a market plan inclusive an action plan with special focus on the market communication for a business alternative a brand. The student is forced to make decisions concerning market segmentation, market targeting, positioning and the marketing mix. During the course the student will also practice to analyze market research data to based on this, create a basis for his or hers marketing desitions.

For a functioning marketing work you need following three types of knowledge, which is treated within the course:

Descriptive knowledge about how markets and buyers are functioning. For example:

- Factors and trends in the business environment
- To understand purchasing behaviour
- How innovation and fashion are spread at a market
- How people are affected by a business market communication and other marketing
- Prerequisites and implications for international marketing

Concrete tools to analyze markets. For example:

- How do you judge which companies which are competitors?
- How do you measure the demand and how do you predict customer demand?
- How do you measure different consumer properties as image, lifestyle, values, customer satisfaction and brand equity?

- How do you test advertising, products, prices etc. before you make a marketing decision?
- How do you measure the effects of marketing efforts?

Principles and tools for planning and deliberation:

- To choose a suitable target group
- To choose the right position and USP on the market
- To choose the optimal brand name on an the combination of brands
- To choose a suitable communication- and media strategy
- To choose the right pricing strategy
- To choose suitable competition and cooperation strategy
- To choose distribution and sales strategy

Course design

The teaching is in different forms, as lectures and seminars, and also often full days. A common course project with a market plan for a preferably real, company or brand will function as a “thread” during the course and in this way linking different moment together. In the work with this plan the participants are divided in project groups where they together work with analyze, interpretation and also written and oral debriefing of a market plan. The different moment within the course is built up on active participation in preliminaries and discussions. Networking and relation-building between students, teachers and guest lecturer is an important component. Compulsory presence is therefore required in several occasions as indications in the schedule. The course is given in Swedish but mainly with English literature. The course requires the ability to both independent and individual work and work within a group. The students are expected to act professionally in the relationship with the guest lecturer, business visits and outsourcers.

Assessment

The examination will both be written, and also in form of cases that will be reported oral and written according to the coordinator’s instructions. The examination assignments are designed in purpose to mirror in which extent the participant have assimilated knowledge and skills according the learning outcomes under item section 2 above.

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.

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).

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

Admission to the course requires a successfully completed course in Business administration of 1-30 ECTS credits and that the student has been registered and followed courses of Business administration at the 31-60 credits level.

Further information

The course FEKH20 cannot be combined with the courses FEKA22, FEK533, FEK537, FEK555, FEKA51 or FEKA52 in an exam.

Subcourses in FEKH20, Business Administration: Marketing Management - Bachelor Course

Applies from V13

- 1102 Quiz 1, 3,0 hp
Grading scale: Fail, Pass
- 1103 Marketing Plan, 4,5 hp
Grading scale: Fail, Pass
- 1104 Quiz 2, 3,0 hp
Grading scale: Fail, Pass
- 1105 Communication Plan, 4,5 hp
Grading scale: Fail, Pass
- 1106 Attendance Seminar, 0,0 hp
Grading scale: Fail, Pass

Applies from H11

- 1101 Marketing Management, 15,0 hp
Grading scale: Fail, E, D, C, B, A