



LUND
UNIVERSITY

School of Economics and Management

BUSO24, Business Administration: Market Intelligence - Theory and Practice, 5 credits

*Business Administration: Market Intelligence - Theory and Practice,
5 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by The Board of the Department of Business Administration on 2018-08-31 and was valid from 2018-08-31, spring semester 2019.

General Information

The course is a master level course. It is an elective part of the master program International Marketing and Brand Management. The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- of the concepts of market intelligence and business environment
- of the theories and methods of defining market intelligence needs; for designing and conducting marketing intelligence research; and producing market intelligence reports
- of the ethical aspects of conducting marketing intelligence operations

Competence and skills

- the ability to define an organizations' need for market intelligence
- the ability to design and conduct a search process for relevant and reliable data, analyzing and assessing and dealing with different type of data
- the ability to apply relevant theories and tools from the lectures and readings
- the ability to produce a marketing intelligence report within specified limitations of time and word-count

Judgement and approach

- demonstrate an ability to make in-the-field assessments of practical and workable compromises in data gathering and analyzes
- demonstrate an understanding of the different perspectives that the theories and constructs that are introduced have
- demonstrate the ability to - in a clear and concise way - present conclusions, knowledge and argument both orally and in writing
- demonstrate insight into the potential and limitations of science with regards to market intelligence
- demonstrate the ability to clearly and critically present and discuss lessons learned

Course content

One can claim that companies experience a more complex and more competitive situation in the market place. The reasons for this are many, e.g. increasing globalization, technology shifts, shorter cycles of product innovation, etc. As a consequence the need for high quality market intelligence is increasing. At the same time the challenges market intelligence professionals face are many.

Topics that will be covered in this course are subjects such as intelligence methodology for scanning and retrieving market intelligence, analytic tools, trend analysis, scenario methods, general industry analysis, competitor analysis etc

Course design

This course will provide the student with theoretical knowledge of, as well as practical (hands on) experience in marketing intelligence. The teaching activities are comprised of mainly of lectures and seminars. The structure of the course and the basis of grading require regular attendance and ongoing work with various assignments or exercises. The students are expected to take an active part in their learning process, and to put in a high level of engagement throughout the course.

Assessment

Grading takes place continually during the course the on the basis of work assignments and course paper hand-ins. Students failing to hand in an assignment or who do not receive a passing grade on an assignment or a course paper will be given a chance to hand in a revised version. In this case, the only available grades are Pass

and Fail.

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.

Entry requirements

Further information

The course XXXX corresponds to the courses XXXX, XXXX and XXXX. Only one of these courses may be included in the same degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in BUSO24, Business Administration: Market Intelligence - Theory and Practice

Applies from V19

- 1801 Group assignment, 3,0 hp
Grading scale: Fail, E, D, C, B, A
The module represents 60 % of the final grade.
- 1802 Individual assignment, 2,0 hp
Grading scale: Fail, E, D, C, B, A
The module represents 40 % of the final grade.