School of Economics and Management

BUSO25, AI-Assisted Market Intelligence: Theory Meets Practice, 5 credits

AI-understödd marknadsföringsinformation: teori möter praktik, 5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2025-02-24. The syllabus comes into effect 2025-02-25 and is valid from the autumn semester 2025.

General information

BUSO25 is offered as an elective course within the master's programme International Marketing and Brand Management.

Language of instruction: English

Main field of study	Specialisation
Business Administration	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:

Knowledge and understanding

- have knowledge and understanding of the concepts of market intelligence and business environment
- have knowledge and understanding of the theories and methods of defining market intelligence needs; for designing and conducting marketing intelligence research; and producing market intelligence reports

Competence and skills

- demonstrate the ability to define an organizations' need for market intelligence
- demonstrate the ability to design and conduct a search process for relevant and reliable data, analyzing and assessing and dealing with different type of data
- demonstrate the ability to apply relevant theories and tools from the lectures and readings
- demonstrate 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 critically evaluate generative AI for market intelligence, considering potential biases and ethical implications to ensure responsible and unbiased application
- demonstrate the ability to clearly and critically present and discuss lessons learned

Course content

This course covers market intelligence methodologies for understanding and analyzing forces and trends in market environments. Topics include intelligence gathering and analysis techniques, trend analysis, scenario planning, general industry analysis, and competitor analysis etc. Students will explore how generative AI can assist these traditional approaches. Ethical considerations and potential biases related to the use of AI in market intelligence will also be discussed.

Course design

This course will provide the student with theoretical knowledge of, as well as practical (hands on) experience in market intelligence. The teaching activities are comprised of mainly lectures and seminars. The structure of the course and the basis for 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 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/Fail or E/Fail

depending on the grading scale for the assignment in question.

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.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent
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** / F (Pass/Fail).

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

An undergraduate degree (BA/BSc) equivalent to 180 credits

English 6/English course B

Further information

The course BUSO25 cannot be combined with BUSO24 in a degree.

Discontinuation of the course: If the course is discontinued, students who have not yet passed the course will be offered three further examination opportunities on each of the assessed components within three semesters of the last semester the course was offered. Subsequently, it is only possible to receive certificates for passed components.