



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Business Marketing

Course Code:	FEAD13
Course Title:	Business Marketing <i>Business Marketing</i>
Credits:	15
Degree Level:	Master's level
Progressive Specialisation:	Second cycle, has only first-cycle course/s as entry requirements (A1N)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2020-12-22, and is valid from the Autumn semester 2021 at Karlstad University.

Prerequisites

Business Administration 90 ECTS credits, including at least 30 ECTS credits at the G2F level or higher, and upper secondary level English 6/B, or equivalent

Learning Outcomes

Upon completion of the course, students should be able to:

1. describe and explain business marketing from different perspectives,
2. give an account of current research in business marketing,
3. give an account of and reflect upon theories and concepts of business marketing,
4. critically assess, analyse, and discuss complex phenomena, issues, and situations in business marketing,
5. independently problematise and analyse various business marketing problems in businesses and organisations,
6. search for, collect, summarise, and critically examine and assess research works in

business marketing,

7. express themselves in speech and writing using relevant business marketing concepts, and

8. produce research reports within given time limits in accordance with instructions and academic conventions.

Content

Central concepts and their use in the field of business marketing are discussed, analysed, and applied in the course. Various themes and perspectives on business marketing are discussed and applied through lectures, seminars, textbooks, and scholarly articles. How business markets are constructed and how they can be understood through interaction and network approaches are examples of themes and perspectives covered in the course. Other themes include how different distribution systems can be developed and function in relation to business markets. Other means of competition are also discussed, and an overarching theme concerns how business marketing strategies are developed in a business and adapted to the competition in a certain market.

Reading List

See separate document.

Examination

Learning outcomes 1-3 are assessed on the basis of a written exam.

Learning outcomes 3-8 are assessed on the basis of written group assignments, presented and discussed in seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades

One of the grades Distinction (VG), Pass (G) or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.