



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Marketing Theory

Course Code:	FEAD55
Course Title:	Marketing Theory <i>Marknadsföringsteori</i>
Credits:	7.5
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 2022-02-18, and is valid from the Autumn semester 2022 at Karlstad University.

Prerequisites

90 ECTS credits in Business Administration, including at least 30 ECTS credits at the G2F level or higher, or a Master of Science in Industrial Engineering and Management (75 ECTS credits), including IEA05 Industrial marketing (7.5 ECTS credits), IEA06 Industrial organisation (7.5 ECTS credits), IEA07 Industrial management accounting (7.5 ECTS credits), and IEA09 Corporate finance (7.5 ECTS credits), and at least 15 ECTS credits at the G2F level or higher, including some of the courses IEGC01 Sales management (7.5 ECTS credits), IEGC02 Entrepreneurship (7.5 ECTS credits), IEAD01 Quality management and CSR (7.5 ECTS credits), IEAD02 Industrial transformation (7.5 ECTS credits), IEAD03 Innovation management (7.5 ECTS credits), IEAD04 Service management for engineers (7.5 ECTS credits), IEAD06 Idea management in the front end of innovation (7.5 ECTS credits), or IEAD08 Servitisation for engineers (7.5 ECTS credits), and upper secondary level English 6, or equivalent

Learning Outcomes

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

1. define, describe, explain, and critically reflect upon current marketing theories in relation to contemporary society,
2. problematise and analyse marketing and its effects from the perspectives of society, industries, businesses, and consumers,
3. critically reflect upon and discuss complex phenomena, issues, situations, and societal challenges in relation to marketing,
4. search for, collect, assess, summarise, integrate, and present research on marketing,
5. engage in academic conversations and discussions based on texts about marketing, and
6. produce and present texts in accordance with academic conventions.

Content

The course provides an overview of current research on marketing theory and assumes a holistic approach to understand marketing and its role in contemporary society. Discussions are focused on how current and centrally important marketing theories, concepts, and models, for instance theories about strategic orientation, marketing strategies, branding, and market communication, can be applied and integrated in both research and practice in relation to current complex phenomena, issues, situations, and societal challenges. Among other things, the course describes and problematises how societal challenges linked to for instance digitalisation, business ethics, sustainable development, and diversity are handled in the theory and practice of marketing today. Discussions relate to the levels of society, industries, businesses, and consumers in order to provide a broad understanding of marketing and its effects on different stakeholders.

Throughout the course, students are expected to critically examine and apply current marketing research. There is a focus on the practices of academic dialogue and academic writing.

Reading List

See separate document.

Examination

Learning outcomes 1-5 are assessed based on written hand-in assignments, oral presentations, and seminars, completed individually and in groups.

Learning outcome 6 is assessed based on written hand-in assignments, completed individually and in groups.

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.