



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Business-to-business marketing

Course Code:	FEAD56
Course Title:	Business-to-business marketing <i>Affärsmarknadsföring</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 2023-02-16, and is valid from the Autumn semester 2023 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, and explain current research on industrial marketing,
2. critically reflect upon, analyse, and discuss complex phenomena, issues, and situations in industrial marketing,
3. apply theoretical models in practice,
4. search for, compile, summarise, and assess research on industrial marketing, and
5. produce research reports in accordance with academic conventions.

Content

The aim of the course is to provide both in-depth and broad knowledge of industrial marketing. The course focuses on theoretical perspectives and applications of them in practice. Areas covered in the course include the sustainable strategic work of businesses, the handling of changes in industrial markets, and ways of analysing industrial markets from a number of different perspectives. The course treats theories and models of business relations, relationship management, sales, and sustainability from the perspective of marketing.

The course requires independent study, continuous reading, and active and considered participation in seminars and presentations.

Reading List

See separate document.

Examination

Learning outcomes 1-5 are assessed based on written and oral individual and group assignments, presented and discussed in mandatory 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.