



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Frontiers of marketing research

<b>Course Code:</b>	FEAE11
<b>Course Title:</b>	Frontiers of marketing research <i>Aktuell forskning inom marknadsföring</i>
<b>Credits:</b>	15
<b>Degree Level:</b>	Master's level
<b>Progressive Specialisation:</b>	Second cycle, has second-cycle course/s as entry requirements (A1F)

**Major Field of Study:**  
FOA (Business Administration)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2023-03-03, and is valid from the Autumn semester 2023 at Karlstad University.

### Prerequisites

A Bachelor degree in Business Administration as the main area of study, at least 30 ECTS credits in Business Administration at the A1N level or higher, and upper secondary level English 6, or equivalent

### Learning Outcomes

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

1. identify, give an account of, and reflect upon current theories, perspectives, traditions, and research areas in business and consumer marketing,
2. analyse and reflect critically upon theories of and theoretical contributions to business and consumer marketing from the perspectives of individuals, organisations, markets, and society,
3. critically assess, analyse, and discuss the quality of theoretical contributions to business and consumer marketing based on the chosen research designs and methods,

4. perform and compile a literature review of scientific literature on marketing,
5. produce and present texts in accordance with academic conventions, and
6. present and defend their own work, and perform as peer reviewers of the work of others.

### **Content**

The course focuses on key theories of business and consumer marketing, both classical and modern.

The course component focused on current research in the area of business marketing provides a framework for understanding and critically analysing the marketing activities of businesses and other organisations. The course also covers alternative perspectives on business marketing and how different forms of sustainability can be integrated as a part of it. The course is mainly theoretical and based on marketing as a science.

The course component focused on current research in the area of consumer marketing covers key theories for understanding and critically analysing the decisions, attitudes, and behaviours of consumers, and their relations to organisations, products, and brands. The course includes discussion of theories of what influences consumers, including cultural, psychological, personal, and social factors addressed from different common marketing perspectives.

There is an emphasis on how the various theories covered in the course contribute to an academic as well as practical understanding of what influences the decisions and behaviours of consumers and organisations in different contexts, and how different types of marketing can have an impact on market relationships.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on written and oral, individual and 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.