



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Frontiers of marketing research

Course Code:	FEAE11
Course Title:	Frontiers of marketing research <i>Aktuell forskning inom marknadsföring</i>
Credits:	15
Degree Level:	Master's level
Progressive Specialisation:	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 2026-02-05, and is valid from the Autumn semester 2026 at Karlstad University.

Prerequisites

Bachelor degree with Business Administration as the main field of study, or equivalent, and at least 30 credits in Business Administration at the A1N level or higher. Upper secondary level English 6. An equivalence assessment can be made.

Learning Outcomes

Upon completion of the course, students should be able to

1. identify and present a current research problem, as well as theories, perspectives and methods within marketing research,
2. critically evaluate, analyse and synthesise previous research and theoretical contributions in marketing research,
3. distinguish between systematic, meta-analytic, semi-systematic and integrative literature reviews in marketing research,
4. design a structured search strategy using academic databases for a literature review in marketing research,
5. produce a written literature review of scholarly literature on marketing 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 supporting students' development of lifelong abilities to summarise and synthesise research to identify, describe and reflect on the research frontier within a current research topic in business or consumer marketing. The main focus of the course is to guide students in identifying a research problem and producing literature reviews that contribute to both an academic and a practical understanding of contemporary phenomena relevant to marketing research and practice. The course content is divided into four parts, each grounded in distinct research-related foundations, which run throughout the entire course.

The first part focuses on enabling the students to learn about philosophical perspectives on knowledge, theory building and research contributions within marketing, and how these can be used to evaluate research. The second part concerns learning about different types of literature reviews, conducting structured database searches and summarising, synthesising, organising and presenting the results of such reviews in an academic format. The third part centres on the students applying the knowledge acquired from the first two categories to identify a topic and design, carry out and write a structured or semi-structured literature review within either business or consumer

marketing. The fourth part involves the students learning through presenting and discussing the results and implications of their reviews in a written report, which they present and defend in seminars, as well as performing as peer reviewers of the work of others.

Instruction is primarily in the form of seminars, where the students interact, present and discuss literature, methods and their own work together with other students, under the guidance of a teacher. Other formats may also be included, such as lectures or workshops. Through the seminars and lectures, the focus is placed on how the course content can be used to contribute to both an academic and a practical understanding in various marketing research contexts.

Reading List

See separate document.

Examination

Learning outcomes 1 to 6 are assessed through written and oral assignments, completed both individually and in groups, and discussed and presented in seminars. For assessments carried out in groups, the material must allow for individual achievements to be distinguishable from one another.

The examiner may decide that a student who is very close to a passing grade can complete a supplementary assignment to receive a passing grade for a specific examination. If this is a possibility, the students must be informed in writing no later than the start of the course, and the examiner must specify when and how such a supplementary assignment may be permitted.

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.