



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Marketing

Course Code:	FEGA56
Course Title:	Marketing <i>Marknadsföring</i>
Credits:	7
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-02-13, and is valid from the Autumn semester 2018 at Karlstad University.

Prerequisites

General admission requirements plus either
- field-specific eligibility A4 (Mathematics 3b or 3c, Social Studies 1b or 1a1 + 1a2) or
- field-specific eligibility 4 (English B, Mathematics C, Social Studies A) with the exception of English B

Learning Outcomes

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

1. give an account of basic concepts, models and theories in marketing,
2. relate basic marketing theory to practical marketing problems in the real estate market,
3. write an academic report, and
4. present the result of a completed assignment orally.

Content

The course deals with central concepts, models and theories in marketing, primarily from a company perspective. The course has an emphasis on consumer marketing. Areas such as the marketing process, consumer behaviour and market communication are central. Instruction is in the form of lectures and seminars.

Reading List

See separate document.

Examination

Assessment is in the form of a written exam, and a group hand-in assignment. The group assignment is presented and discussed in a mandatory seminar.

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.