



Faculty of Arts and Social Science  
Business Administration

## Syllabus

### Marketing and Business Development

<b>Course Code:</b>	FEGB32
<b>Course Title:</b>	Marketing and Business Development <i>Marknadsföring och affärsutveckling</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

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

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-09-14, and is valid from the Spring semester 2017 at Karlstad University.

#### Prerequisites

Business Administration I, 30 ECTS cr, or equivalent

#### Learning Outcomes

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

- demonstrate skills in group cooperation,
- demonstrate familiarity with new perspectives in marketing,
- demonstrate enhanced knowledge of the modern service economy,
- demonstrate deeper understanding of strategic marketing issues,
- argue for the choice of global marketing strategies from a business perspective,
- reflect on the consequences of adjusting or standardising the company's product and services from a business perspective, and
- explain and defend the result of analyses made on the basis of cases and other assignments.

#### Content

The course has a focus on expanding the marketing perspective. New perspectives are presented and related to specific marketing problems. The aim of the course is therefore to impart a critical approach to modern marketing theory. Students are expected to develop insights and understanding of strategic marketing issues, the role of marketing in business development processes and motivations and consequences of global marketing strategies from a business perspective.

#### Reading List

See separate document.

**Examination**

Assessment is based on a written exam, and on a group assignment 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.