



Faculty of Economic Sciences, Communication and IT  
Business Administration

## Syllabus

### Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 8 March 2012, and is valid from the Autumn semester of 2012 at Karlstad University.

**Course Code:** IEGA05

**Industrial Marketing, 7.5 ECTS Credits**

**(Industriell marknadsföring, 7.5 Swedish credit points)**

**Degree Level:** Bachelor

**Progressive Specialisation:** G1N (First cycle, has only upper-secondary level entry requirements)

### Language of Instruction

Swedish

### Prerequisites

Admission to the industrial management programme at Karlstad University

### Major Field of Study

IEA (Industrial Management)

### Learning Outcomes

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

- demonstrate group work skills,
- demonstrate report writing skills,
- demonstrate ability to explain and defend the results of analysis obtained in case practical case studies and other assignments,
- demonstrate understanding of the importance of business economics in a societal perspective,
- demonstrate understanding of basic concepts and theories in the marketing field primarily from a business perspective,
- demonstrate the need for analysis of the changing world of business, the market, and ability to analyse the need for information on the market situation and conditions,
- demonstrate familiarity with new approaches to marketing,
- demonstrate deep understanding of the business market (B2B) based on a relation and network perspective,
- demonstrate good insights into the relevancy and implications of the market legal system for marketing,
- demonstrate deep understanding of strategic marketing issues.

### Content and Form of Instruction

The course deals with concepts, models and theories in the marketing field, primarily from a business perspective, based on the actors on different types of markets and their activities. Market changes and the need for information created in change receive particular attention. The course treats the development of the marketing discipline and introduces new approaches related to specific marketing problems. The course aims to convey a critical approach to modern marketing theories. Students are expected to gain insight into and understanding of strategic marketing issues and the role of marketing in the business development process.

## Reading List

See separate document.

## Examination

Assessment is based on a written exam and on written and oral presentations of practical case studies at a seminar. Seminar attendance is mandatory.

## Grades

One of the grades Distinction (5), Not without distinction (4), Pass (3) or Fail (U) will be 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 assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

## Course Certificate

A course certificate will be provided upon request.

## Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

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