

PUBLISHED COURSE ANALYSIS



Publishing date: 2019-11-24

A course analysis has been carried out and published by the course convener.

The Karlstad University evaluation tool is owned by the Professional Development Unit and is managed by the systems group for educational administration.

Marketing Strategies, 15.0 ETCS cr. (FEGC02)

Course convener: Kaisa Koskela-Huotari

Basic LADOK data

Course Code: FEGC02

Application Code: 32885

Semester: HT-19

Start Week: 201935

End Week: 201944

Pace of Study: 100%

Form of Study: Campus

Course Data

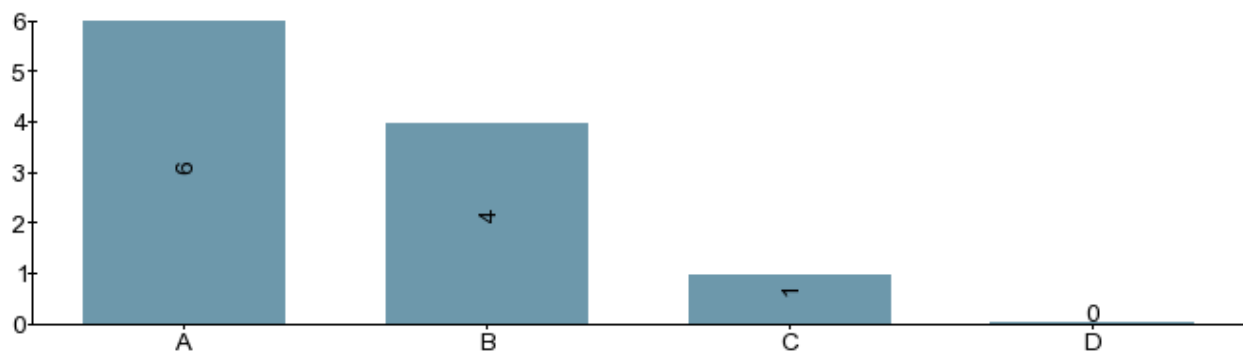
Number of questionnaires answered: 11

Number of first registrations^[1]: 24

Changes suggested in the course analysis of the previous course date:

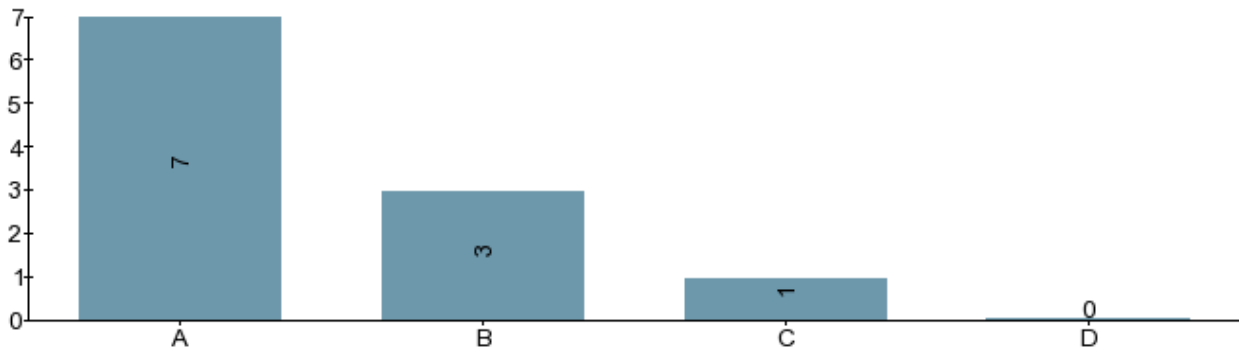
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1. The contents and structure of the course has supported the achievement of the learning outcomes



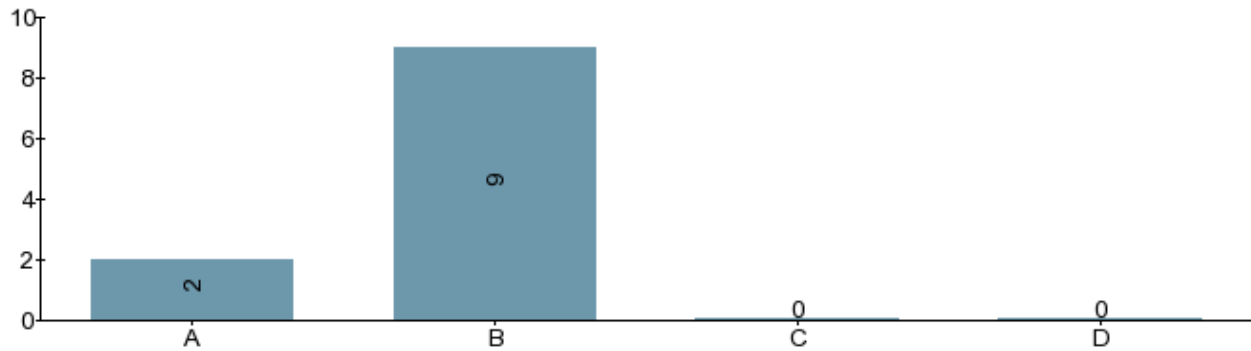
- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

2. The assessments included in the course have given me the opportunity to demonstrate my achievement of the learning outcomes



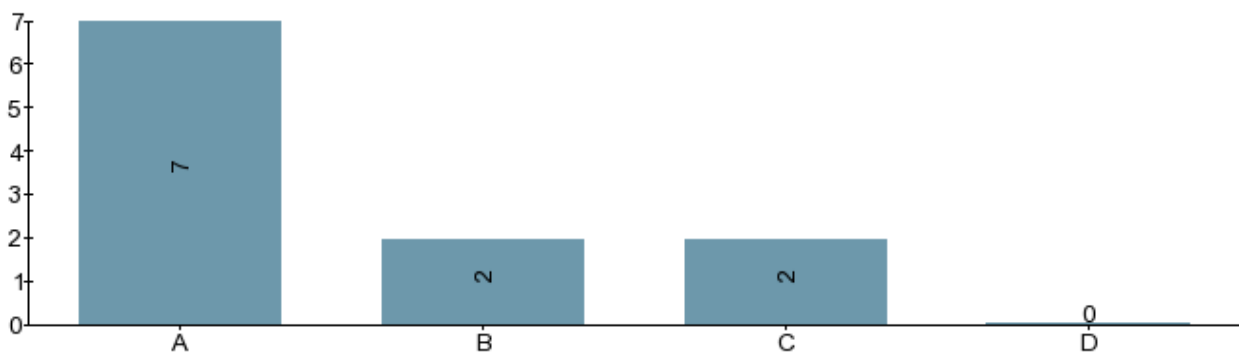
- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

3. My workload (including scheduled activities and independent work) during the course has been



- A) 40 hours per week or more (or 20 per week or more for courses given as half-time studies, 10 hours or more for courses given as full-time studies)
- B) Between 30 and 39 hours per week (or between 15 and 19 hours for courses given as half-time studies, or between 10 and 14 hours for courses given as full-time studies)
- C) Between 20 and 29 hours per week (or between 10 and 14 hours for courses given as half-time studies, or between 5 and 9 hours for courses given as full-time studies)
- D) Less than 20 hours per week (or less than 10 hours per week for courses given as half-time studies, or less than 5 hours per week for courses given as full-time studies)

4. During the course, I have experienced the reception from teachers and other staff as professional



- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

should also be analysed here. Any effect of joint courses should be commented on.

In general, the students seem very happy and satisfied with both the structure and content of the course and the competence of the teachers.

"Överlägset den bästa kursen jag har läst än så länge!"

"Mycket bra engagemang och intresse från väldigt kompetenta lärare. Mycket högre nivå än vad vi haft under de första två åren på civilekonomprogrammet."

The students especially appreciate that during the course they are able to 1) apply theoretical knowledge to a real business case in the group assignments, 2) work in teams with both local and international students and 3) improve their skills in both oral and written communication as the course includes multiple presentations and essays/reports to which the students receive formative feedback.

Suggestions for changes to the next course date.

The main development areas in the course are 1) the self and peer assessment tool used to evaluate students' contributions to the group assignments, and 2) the formative feedback in the written assignments which the students would wish to be more standardized between the different teachers.

1. **Number of first registrations for a course:** First registration = the first time a student registers for a specific course.