



# ME2098 Industrial Marketing and Networks 6.0 credits

Industriell marknadsföring och nätverk

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for ME2098 valid from Spring 2019

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

ME1003/ME1314 Industrial economics, basic course or the equivalent as well as 120 credits courses at university level

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

After passing the course, the students should be able to:

- Explain and apply central concepts in industrial marketing.
- Identify and analyse the marketing process of an industrial concern and how network other and relations be created.
- Analyse and explain segmentation on several levels and shopping behaviour on business markets (B2B- markets).
- Analyse and explain the importance of portfolio of products, pricing and influence (doctoral award ceremony) on business markets (B2B- markets).
- Develop and suggest marketing strategies or industrial concerns on business markets (B2B- markets).
- Demonstrate the ability to present, discuss and report solutions to industrial marketing problems.
- Use simulation technique to carry out market analyses and implementation of market strategies.

## Course contents

The aim of the course is that the students should develop knowledge, ability in industrial marketing with a focus on networks and relations on industrial markets and strategic marketing shopping behaviour, value creation and sales activities. The course consists of lectures, guest lectures, case studies that are discussed and presented in a seminar as well as analysis and presentation of a scientific article.

The course consists of the following parts:

- Relations and network management
- Strategic marketing management, franchising and licensing
- Segmentation and positioning
- Development processes- new producers
- Creation and control of portfolio of products
- Purchase and marketing on industrial markets
- Shopping behaviour on industrial markets and among end users
- Strategies for pricing and influence (doctoral award ceremony) on business markets (B2B- markets)
- Market research on business markets (B2B- markets).

- Implementation of marketing activities on business markets (B2B- markets)
- Strategic branding (brand management), e.g. implementation of core values and corporate identity, e.g. brand leveraging and co-branding.

## Disposition

Compulsory attendance on the majority of the lectures.

## Course literature

Is announced by the beginning of the course

## Examination

- INL1 - Assignment, 2.0 credits, grading scale: P, F
- SEM1 - Seminar assignment, 2.0 credits, grading scale: A, B, C, D, E, FX, F
- TEN1 - Exam, 2.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.