



# 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

On 11/04/2019, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2019 (registration number M-2019-0753).

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Achieved the requirements for a Degree of Bachelor of Science  
ME1003 Industrial Management, Basic Course or ME1314 Introduction to Industrial Engineering and Management completed

## 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:

1. describe and apply central concepts in industrial marketing.
2. identify and analyse the process of marketing an industrial concept or product and how networks and other relations are created
3. analyse and explain segmentation on different levels and shopping behaviour in different producer markets
4. analyse and explain the importance of a product portfolio, pricing and influence on producer markets
5. suggest and develop different marketing strategies for producer markets
6. analyse academic articles and make a critical review of theoretical concepts and models in industrial marketing and networking
7. use simulation techniques to carry out market analyses and implement market strategies

## Course contents

The course includes:

- Relationship management and Network management
- Strategic marketing, franchising and licensing
- Segmentation and positioning
- Development processes and new producers
- Creation and control of product portfolios
- Purchase and marketing on industrial markets
- Shopping behaviour in different industrial markets and among end users
- Strategies for pricing and influence on different producer markets (B2B markets)
- Market research on producer markets (B2B markets).
- Implementation of different market activities on producer markets (B2B markets).
- Strategic branding ("brand management"), e.g. establishment of core values and company identity, "brand value" and "co-branding".

## Examination

- INL2 - Home assignment, 2.0 credits, grading scale: A, B, C, D, E, FX, F
- INL3 - Home assignments, 2.0 credits, grading scale: A, B, C, D, E, FX, F

- TEN2 - Exam, 2.0 credits, grading scale: P, 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.