



AI1129 Marketing in Real Estate and Finance 7.5 credits

Marknadsföring i fastighet och finans

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 AI1129 valid from Autumn 2007

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Language of instruction

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

Intended learning outcomes

Course contents

Course literature

Articles, will be announced at the beginning of the course.

Svensson, C A (2004) Den svenska marknadsföringslagstiftningen, Studentlitteratur. In Swedish.

Kotler, P. (2003), Marketing Management, 11:e upplagan. Prentice Hall

Examination

- INL1 - Assignments, 3.0 credits, grading scale: P, F
- TEN1 - Examination, 4.5 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.

Other requirements for final grade

One written exam (TEN1; 3cr) and one term paper (INL1; 2cr).

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.