



AI1170 Relationship, Marketing and Market Analysis 7.5 credits

Relationsmarknadsföring och marknadsanalys

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 AI1170 valid from Autumn 2012

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Introduction to the Planning and Building Process in Real Estate and Finance (AI1126) or Fundamentals of Property Development and Agency (AI1127) or equivalent

Language of instruction

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

Intended learning outcomes

The goals of this course are that you should be able to

- analyse problems regarding marketing and market analysis
- describe, analyse and account for marketing theories
- apply the marketing and market analysis theories that are the fundamental analytical tools for this course
- independently analyse companies, relationships and markets based on the course literature
- write analytical texts with independent application of the analytical tools provided by the course literature.

Course contents

- Market theory emphasising market analysis and relationship marketing
- Relationship marketing in service markets
- Market analysis in service markets
- Practical applications – analysis of markets

Course literature

- Vetenskapliga artiklar
- Grönroos, C. (2007), *Service Management and Marketing—a Customer Relationship Management Approach*. Chichester, England: John Wiley & Sons, Ltd. 3rd Edition
- Kotler, Philip, and Keller, Kevin Lane, "A Framework for Marketing Management", 5th Ed., Pearson International Edition.

Examination

- INL1 - Assignment, 3.0 credits, grading scale: P, F
- NÄR1 - Attendance, 1.5 credits, grading scale: P, F
- TEN1 - Examination, 3.0 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.

Other requirements for final grade

Assignment, 3.0 credits, Pass
Attendance, 1.5 credits, Pass
Examination, 3.0 credits, grade A-E

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.