



AI1170 Relationship, Marketing and Market Analysis 7.5 credits

Relationsmarknadsföring och marknadsanalys

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

Establishment

The course syllabus is valid from Autumn 2024 according to decision of the Director of First and Second Cycle Education: 2024-0333, 3.2.2 Decision date: 2024-03-20

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Knowledge in the built environment corresponding to the content in course AI1126 Introduction to the Planning and Building Process in Real Estate and Finance, for (TFOFK)

or

Knowledge in the built environment corresponding to the content in course AI1127 Fundamentals of Property Development and Agency, for (TFAFK)

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 student shall be able to:

- Describe basic theories and concepts in marketing and market analysis
- Apply basic theories in marketing and market analysis

Course contents

Marketing theory, service marketing, relationship marketing, entrepreneurial marketing, market analysis, marketing plan.

Examination

- INL1 - Assignment, 3.0 credits, grading scale: P, F
- TEN1 - Examination, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- NÄR1 - Attendance, 1.5 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.

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

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.