



AI121U Insurance Marketing and Sales 7.5 credits

Marknadsföring och försäljning inom försäkringsbranschen

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

Establishment

Course syllabus for AI121U valid from Spring 2017

Grading scale

P, F

Education cycle

First cycle

Main field of study

Specific prerequisites

General entry requirements.

Language of instruction

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

Intended learning outcomes

On completion of the course, the participants should be able to:

1. Analyze problems with respect to marketing and market valuation.
2. Describe and analyze basic concepts in marketing
3. Independently analyze companies, relations and markets based on the concepts that are presented in the literature.
4. Develop an ability to make ethical and moral judgments in marketing
5. Make assessments of customer behaviours and customer types as well as how these influence the sales process and the relation with the customer.

Course contents

The course main contents can be described as a combination of following parts:

1. Marketing theory with an emphasis on market analysis and relationship marketing
2. Relationship marketing in service markets
3. Market analysis in service markets
4. Ethical balances- the intersection between marketing and sales
5. Practical applications- analysis of markets, customers and behaviours.

Course literature

Meddelas vid kursstart

Will be announced at the beginning of the course

Examination

- INL1 - Assignments, 7.5 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.

The course is examined continuous through different types of tasks, seminar and exercises.

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.