



AI212V Industrial Marketing 6.0 credits

Industriell marknadsföring

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 AI212V valid from Spring 2009

Grading scale

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

Education cycle

Second cycle

Main field of study

Specific prerequisites

Completed upper secondary education incl documented proficiency in English and a minimum of 7,5 credits in Business studies or industrial economy.

Language of instruction

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

Intended learning outcomes

This course gives a basic introduction to theories and methods for the management of industrial marketing. The course also gives a practical application theories and methods in management of industrial marketing of industrial goods and services.

Course contents

1. A theoretical part, the role of marketing in the society and in the industrial firm. The marketing parameters that are without control of the firm and those parameters which the firm has some control over and is able to adjust. The behaviour of firms in an open market economy with competition.
2. An applied part that will be covered by a number of business case studies covering a wide variety of and situations in industrial marketing, from product development, market research to marketing planning and response to market developments.

Course literature

Kotler, P and Keller, K.L. Marketing Management 12 ed. or later. Pearson. ISBN 0-13-145757-8

Examination

- INL1 - Assignment, 1.5 credits, grading scale: P, F
- PRO1 - Project, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- SEM1 - Literature Task, 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.

Other requirements for final grade

Passed in all parts

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.