AI2137 Advanced Issues in Marketing 7.5 credits

Advanced Issues in Marketing

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 AI2137 valid from Spring 2011

Grading scale

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

Education cycle

Second cycle

Main field of study

Specific prerequisites

7,5 credits in Marketing or equivalent.

Language of instruction

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

Intended learning outcomes

The objective of the course is to provide students with insights as to how financial and real estate commercial entities use marketing techniques to enhance profitability. The knowledge is crucial for the understanding of the possibilities available in penetrating market segments in both the financial and real estate markets. The course consist of four modules that form a basis of discussion. Customer relationship management (CRM) systems, marketing psychology, corporate branding/corporate identity and marketing channels are all vital parts in understanding marketing processes.

The student should be able to:

- Determine under what conditions CRM systems is a valuable tool in penetrating markets.
- Understand how to build a CRM system and the consequences of relying on CRM techniques.
- Understand the role of cognition in determining customer behaviour.
- Practically be able to use the knowledge about cognitive processes in enhancing marketing efforts.
- Develop a corporate brand marketing campaign in order to improve corporate image.
- Understand the difference between product brands, corporate brands and corporate identity.
- Evaluate the difference in using alternate marketing channels for developing customer relationships.
- Understand the impact of internet marketing on the development of customer relationships.

Course contents

The course is based on four different aspects of marketing:

1. Customer relationship management (CRM) systems:
   Customer relationship management refers to modern quantitative techniques of tracking mass market customer (consumer) behavior and need. CRM and similar techniques are used to minitor market penetration, measure customer satisfaction and to develop mass market products.
2. Marketing psychology:
   Marketing psychology refers to processes by which mass market customers (consumers) form cognitive beliefs and attachements to products and brands. Marketing psychology forms a basis for mass marketing campaigns, but is also related to the development of brands.
3. Corporate branding and corporate identity:
   Corporate branding and corporate identity refers to the branding process by which organizations differentiate from other actors within a given field. Corporate branding is a deliberate attempt to influence customer into perceiving a given product or organization relative to other organizations. Branding and identity are interrelated and both form an important part in marketing strategies.

4. Marketing channels, including internet-marketing:
   Marketing channel refers to the delivery of products through internet, branch network, relationship or other mechanisms. A particular emphasis will be placed on the increased role of internet-marketing. Marketing channel research concerns how organizations interrelate with customers, but also suppliers in a given industry. The technological advancements made in internet makes i possible to form new strategies by which marketers can communicate with customers.

Course literature

Articles.

Examination

- SEM1 - Seminar, 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.

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.