



# AI2146 Marketing in Early Phase with Venture Capital Finance 7.5 credits

Marknadsföring i tidig fas med riskfinansiering

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

## Establishment

Course syllabus for AI2146 valid from Spring 2010

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

The Built Environment

## Specific prerequisites

Courses of not less than 120 points at KTH or equal.

## Language of instruction

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

## Intended learning outcomes

The objective with this course is to give entrepreneurs and others who works with commercialising a new product knowledge of those demands that exists in order to be successful in the areas of marketing and venture capital financing.

## Course contents

Content , marketing analysis for new products, requirements of marketing segmentation for new applications vs. the growth phase for the new product. Upscaling of both number of customers, distribution as well as geographical market.

- evaluation of new applications for the new product/services,

-marketing segmentation and ranking of possible customers, criteria for ranking of customers.

The business cycle, sales, customers purchase phase, trial order, regular order delivery payment guarantees and aftermarket services.

The need for finance during the business cycle. From start phase with customer finance to the financial needs of regular marketing with its demand of venture capital and bank finance.

Marketing and financial plans.

## Course literature

To be decided later

Preliminary.

Kotler, Philip, Marketing management - ett urval av kapitel

Kaplan, Jack M. Patterns of Entrepreneurship

Textbook to be decided and of PM prepares for the course parts of with Sara Jonssons doctoral thesis.

## Examination

- XUPP - Marketing and Finance Plan, 2.5 credits, grading scale: A, B, C, D, E, FX, F
- PRON - Marketing and Finance Plan, 2.0 credits, grading scale: A, B, C, D, E, FX, F
- SEMN - Presentation of PRON and XUPP, 1.0 credits, grading scale: A, B, C, D, E, FX, F
- TENN - Written Examination, 2.0 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.

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

The examination consist of three parts.

1. Written examination on parts of the course litterature.
2. Marketeing- and financial plan with focus on the development of new product/servises.
3. Due dilligense analysis of other marketing and financial plan in the course.

## 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.