



FME3521 Industrial Marketing

7.5 credits

Industriell marknadsföring

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

Establishment

Course syllabus for FME3521 valid from Spring 2013

Grading scale

G

Education cycle

Third cycle

Specific prerequisites

- Enrolled as a doctoral student in Ph. D. program in Industrial economics and management
- Passed ME3520 Ph. D. course

Language of instruction

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

Intended learning outcomes

1. Develop a fundamental understanding of business marketing.

2. Develop critical analysis and problem-solving abilities with respect to business marketing.
3. Be well equipped to undertake high quality scholarly research in an IM context.
4. Plan and prepare an article of publishable standard in peer-reviewed journal on some contemporary aspect of industrial marketing.

Course contents

- Introduction; Market orientation; Industrial marketing & customer value management
- Understanding value in business markets; Building customer value models Crafting business market strategy; Building brands in business markets
- Managing market offerings; New offering realization, Schools of marketing theory
- Gaining Customers; Sustaining Customer Relationships

Course literature

Reference Texts

- Anderson, James C., James A. Narus, and Das Narayandas (2009), Business Market Management: Understanding, Creating, and Delivering Value. 3rd Edition, Pearson Prentice-Hall: Upper Saddle River, N.J.
- Rangan, Kasturi V., Benson P. Shapiro, and Rowland T. Moriarty, Jr. (1995), Business Marketing Strategy. Richard D. Irwin, Inc., Chicago, IL.
- Lilien, Gary L. and Arvind Rangaswamy (2002), Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, 2nd Edition, Prentice Hall, Englewood Cliffs, N.J.

Specialist B2B marketing journal

- Industrial Marketing Management (arguably the leading specialist journal)
- Journal of Business and Industrial Marketing
- Journal of Business to Business Marketing

General marketing journals(often containing good B2B articles)

- Journal of Marketing
- Journal of Marketing Research
- Journal of Business Research
- Journal of the Academy of Marketing Science
- Journal of Personal Selling and Sales Management
- European Journal of Marketing
- Business Horizons
- International Journal of Research in Marketing

General management journals(often containing good B2B/organisational articles)

- Administrative Science Quarterly

- Academy of Management Review
- Academy of Management Journal

Additional articles will be assigned later

Examination

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.

Participants will work on a research project which should result in working paper with potential for publication

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.