



FME3524 Readings in Industrial Marketing 7.5 credits

Litteraturkurs i 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 FME3524 valid from Autumn 2012

Grading scale

Education cycle

Third cycle

Specific prerequisites

Language of instruction

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

Intended learning outcomes

By the completion of this course participants will have the needed literature base/frame for their research work which is critically selected and evaluated in connection with their research problem. Literature base will be focused within the research area of industrial marketing.

Course contents

The content of the course will be decided according to the research area that individual is working with. However, the boundaries will be within the area of B2B Marketing.

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.

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.