



# HU1000 Industrial Marketing

## 7.5 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 HU1000 valid from Spring 2014

### Grading scale

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

### Education cycle

First cycle

### Main field of study

Industrial Management, Technology

### Specific prerequisites

### Language of instruction

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

## Intended learning outcomes

Marketing means to bring a product into line with consumer or producer needs. The course will bring perspective from the view of companies, researchers and consultants. Literature and lectures discuss strategies, market information and buying behaviour. The student will acquaint oneself with different concepts, methods, models and approaches in marketing management and apply the knowledge by performing a marketing plan to a industrial product or a company. Focus will be the distinctive features in industrial marketing.

After the course, the participants will be able to:

- have superficial knowledge of common concepts, methods and approaches that is characteristic in modern industrial marketing
- perform an analysis from the present situation with respect to strengths and weaknesses in a product/company
- formulate a marketing plan including both strategic analysis and suggestions for practical acting
- know about the difference between consumer and producer market
- Conduct a hearing where the student consciously use different strategies by asking relevant questions, argue and respond to objections
- know about the most important laws regulating behaviour of marketing actors
- conduct a presentation of a marketing plan to a group of up to 5-50 audience.

## Course contents

- Fundamental marketing theory
- Marketing planning, analysis, strategies and activities.
- Balanced score card and benchmarking.
- Market information, market research, consumer behaviour and decision process.
- Negotiation skills
- Presentation skills

## Disposition

Lectures  
Exercises  
Project

## Course literature

Kotler, Armstrong och Parment, Marknadsföring – teori, strategi och praktik, Pearson, First Edition 2013, ISBN: 978-0-273-73600-4

## Examination

- PRO1 - Project, 4.0 credits, grading scale: A, B, C, D, E, FX, F
- TEN1 - Written examination, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- ÖVN1 - Exercises, 0.5 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

Approved project

Approved examination

Approved exercises

## 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.