



HU1000 Industrial Marketing

7.5 credits

Industriell marknadsföring

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

Establishment

Course syllabus for HU1000 valid from Spring 2022

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 implicates adaption of the company's operations to customer needs. The overall aim of the course is to give the students basic knowledge of various marketing tools, modern industrial marketing and its special conditions and characteristics in relation to shopper marketing in both the sales and purchasing stages, as well as how these skills are transformed into strategic and practical action in marketing of technical products and services in the engineer's future practice. The commercial deliberation includes consideration of aspects in sustainability, ethics and gender equality.

On completion of the course, the student should be able to:

- account for and use concepts, methods and models that characterize modern industrial marketing
- retrieve relevant information in order to perform an applied analysis, where the result is based on relevant theory, empirical data and strategic analysis
- orally, and in writing, present a marketing plan
- conduct a negotiation where the student deliberately uses different strategies by asking questions, arguing and responding to objections

Course contents

- Concepts, methods, models and approaches in industrial marketing
- Market information; primary and secondary data
- Negotiation skills
- Presentation skills
- Market plan for a product in the producer market
- Law of marketing and competition

Examination

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

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.