



HU1801 Industrial Marketing

7.5 credits

Industriell marknadsföring

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

Establishment

Course syllabus for HU1801 valid from Autumn 2007

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Language of instruction

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

Intended learning outcomes

After the course, the participants will be able to:

- Have basic knowledge of common concepts, methods, and approaches that are characteristic of 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 analysis and suggestions for practical actions
- Know about the differences between consumer and product markets
- Know about the most important laws regulating the behavior of marketing actors

Course contents

Marketing means to bring a product into line with consumer needs. The course will bring perspectives from the views of companies, researchers, and consultants. Literature and lectures discuss strategies, market information, and buying behavior. The students will acquaint themselves with different concepts, methods, models, and approaches in marketing management, and they will apply the knowledge by performing a marketing plan for an industrial product or a company. Focus will be the distinctive features in industrial marketing.

Course literature

Kotler, F.: Principles of Marketing, Prentice Hall, 4th European Edition 2005

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 - 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.

Other requirements for final grade

Passed written exam (TEN1; 3 cr.)

Passed marketing plan (PRO1; 4 cr.)

Exercises (ÖVN1; 0,5 cr.)

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.