



ME1035 Marketing Management 7.5 credits

Marknadsföring grundkurs

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

Establishment

On 11/04/2019, the Dean of the ITM school has decided to establish this official course syllabus, to apply from autumn term 2019 (registration number M-2019-0784).

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

General entry requirements and English B.

Language of instruction

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

Intended learning outcomes

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

1. Account for the meaning of the basic concepts in marketing
2. Describe how the practices of the marketing work differ depending on differences in business environment
3. Describe how the different stages in a purchasing process can be influenced by the selling company's actors as well as how a final decision to buy is made
4. Apply the basic analytical tools of marketing in a situation similar a real industrial case study
5. Carry out a project presentation according to a good market-oriented communication practice

Course contents

The course contains the following fields:

- Strategic market planning
- Segmentation and positioning
- Purchase processes
- Product strategy
- Market research
- Strategy and planning for marketing, pricing, distribution and communication strategies

Examination

- PRO2 - Project, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO3 - Project, 4.5 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

PRO2 and PRO3 have requirements of compulsory attendance.

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.