



ME1036 Industrial Marketing

6.0 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 ME1036 valid from Autumn 2016

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Completed upper secondary education. Basic course in Industrial management (ME1003 or similar) and basic course in marketing (ME1035 or similar).

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 students should be able to:

- segment an industrial market
- position technological products and solutions on the market
- have an advanced understanding of consumer behaviour and complex purchasing decision processes with high involvement products
- carry out strategic and tactical marketing through the marketing mix
- create core values and identity for an industrial brand
- establish a realistic market plan with market activities and follow up
- use the elements in an industrial marketing mix
- implement and make follow up of an industrial marketing plan

Course contents

The course includes two main fields of study: strategic marketing, and tactical industrial marketing. Within the strategic marketing, the emphasis lies on segmentation, positioning and targeting of the industrial market. Within the tactical marketing mix and the operational coordination of the company's marketing activities. The course varies and broadens the traditional marketing mix for an industrial marketplace.

Disposition

The course includes lectures and seminars.

Course literature

"A Framework for Marketing Management", Kotler, P & Keller, K.L (2012)

Scientific articles around industrial marketing

Examination

- PRO1 - Project, 3.0 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.

Examined through a examination and a project assignment.

Project: Industrial market plan, 3 credits

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.