



ME1307 Industrial Marketing for I 7.5 credits

Industriell marknadsföring för I

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 ME1307 valid from Spring 2012

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Only for CINEK1, not for I1.

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 student should be able to:

- Understand and implement basic Marketing concepts
- Develop a segmenting, targeting and positioning platform.
- Conduct a competitive analysis and develop strategic groups

Course contents

- Marketing Core Concepts
- Segmenting and Targeting
- Positioning Brand Identity
- Relationship Marketing
- Industrial Relationship
- Ingredient Marketing
- CRM- Strategy
- Social Media Strategy

Course literature

Russel s Weiner, R. S and Dahr Rahvi (2010) **Marketing Management**, Pearson Education, London.

Compendium: Articles on Marketing Strategy , CRM, Brand Strategy, Social Media, by: Christian Gröönroos (Relationship Marketing), Henrik Uggla (Ingredient Marketing), David Aaker (Positioning & Brand Identity)

Examination

- PRO1 - Project, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- SEM1 - Seminar, 2.0 credits, grading scale: P, F
- TEN1 - Examination, 2.5 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.

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.