



# ME1315 Industrial Marketing for I 6.0 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 ME1315 valid from Spring 2018

## Grading scale

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

## Education cycle

First cycle

## Main field of study

Technology

## Specific prerequisites

General entry requirements for higher education.

## 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:

- Understand and implement basic marketing concepts.
- Develop a platform for segmentation, targeting and positioning.

## Course contents

The core concepts of marketing

Segmentation and positioning

Positioning and brand identity

Marketing models such as the AIDA model, Relationship marketing, Viral marketing, B2B versus B2C etc

Digital Marketing

## Course literature

Reading will be specified at the beginning of the course.

## Examination

- TEN1 - Exam, 6.0 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.

## 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.