



# ME1315 Industrial Marketing for I 6.0 credits

## Industriell marknadsföring för I

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

### Establishment

On 11/10/2023, the Dean of the ITM school has decided to establish this official course syllabus to apply from spring term 2024 (registration number M-2023-2054).

### Grading scale

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

### Education cycle

First cycle

### Main field of study

Technology

### Specific prerequisites

Participated in ME1314 Introduction to Industrial Engineering and Management

### Language of instruction

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

# Intended learning outcomes

After passing the course, the students should be able to:

1. Account for and explain basic concepts, theories, methods and models in marketing
2. Practically apply theories and models in marketing to analyse problems in companies and organisations from a marketing perspective
3. Identify different problems and argue for different ways to solve these problems from a marketing perspective
4. In writing and orally, prepare and present a marketing plan that contains analysis of purchasing behaviour, segmentation and positioning.

## Course contents

The core concepts of marketing

- The company's environment
- Consumers' purchasing behaviour
- The purchasing behaviours of companies
- Segmentation and positioning
- Trademarks and products
- Marketing communication
- Price and pricing
- Distribution channels and places
- Market planning

Introduction to current trends in industrial marketing:

- Changes in media consumption
- Sustainability in marketing
- Customer psychology (neuromarketing)

## Examination

- **TEN2** - Exam, 4.0 credits, grading scale: A, B, C, D, E, FX, F
- **PRO2** - Project, 2.0 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.

## **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.