



ME2023 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 ME2023 valid from Autumn 2007

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Industrial Economics and Management, Basic Course or equivalent course.

Language of instruction

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

Intended learning outcomes

Introductory course in Marketing, covering basics of marketing analysis and marketing concepts.

Course contents

Marketing Concept, Marketing Mix, Market Segmentation, Customer Relationship Management, Branding, and Competitive Analysis, Product Portfolio Analysis

Course literature

Kotler, Philip, (2003) A Framework for Marketing Management, Marketing Management, Prentice Hall USA. (2006). Uggla, Henrik (2003) Organisation av Varumärken, 2 upplagan, Liber Ekonomi.

Examination

- SEM1 - Seminars, 3.0 credits, grading scale: P, F
- TEN1 - 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.

Other requirements for final grade

Written exam (TEN1, 3hp), participation in seminars, Group project report (SEM1; 3hp).

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.