



# 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 2009

### Grading scale

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

### Education cycle

Second cycle

### Main field of study

Industrial Management

### 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

## Specific prerequisites

Industrial Economics and Management, Basic Course or equivalent course

## Course literature

You will be informed when course starts.

## 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.

## 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.