ME2066 Strategy and Industrial Marketing 6.0 credits

Strategi och 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 ME2066 valid from Spring 2017

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Admitted to the Industrial management master program, TINEM.

ME2501 Perspectives on industrial managmement

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:

- Describe strategy and industrial marketing as academic knowledge fields and understand their basic directions.
- Describe general and specific strategies for the industrial company.
- Articulate marketing objectives for the industrial company.
- Understand and apply consumer-data and consumer insights as means to developing strategy and tactics within industrial marketing in industrial and technology intensive organizations.
- Describe the workflow between segmenting, positioning and targeting within industrial marketing.
- Describe the main agenda and for a marketing manager in technology intensive work-environment.
- Understand and explain fundamental differences in consumer behavior modeling of the business-to-business versus end-consumer marketing.
- Understand and apply brand structures on technology-intensive companies.
- Explain correlation and differences between transaction- and relationship marketing.
- Articulate, analyze and solve practical problems within industrial marketing with departure in the in the fields theoretical models and frameworks and provide guidelines to the industrial company.
- Articulate a scientific report with problem fomulation, aim, analysis and relevant references

Course contents

The course is focused on strategy and industrial marketing within technology intensive firms and organizations. In particular, emphasis is put on the intersection of strategy and industrial marketing, both from a theoretical and research oriented perspective and a practical problem-solution perspective based on a company specific frame of reference. Important focus is put on strategy processes and the articulation of mission, vision and values. In addition, emphasis is put on understanding of segmenting, targeting and positioning processes, sales processes and consumer behavior in industrial marketing. Different schools of thought and the different types of marketing styles such as transaction and relationship marketing are articulated. An important part of the course and the interactive learning process is devoted to a project, revolving around articulating of marketing strategy problem and analysis based on strategic and tactic assets of the industrial firm.

Disposition

Lectures, comprehensive project work, scientific report writing seminars and industry guest lectures.

Course literature

Mohr, J; Sengupta, Sanjit och Slater, Stanley (2010) Marketing of High-Technology Products and Innovations, Tredje upplagan, Pearson Education, ISBN-13: 978-0-13136491-2.

Ten scientific articles in International Journal revolving around course critical topics of an integrated nature such as Corporate Strategy, Segmentation and Positioning, R&D aspects of Industrial Marketing.

Examination

• INL1 - Assignment, 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.