ME2066 Strategy and Industrial Marketing 6.0 credits

Strategi och industriell marknadsföring

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

Establishment

The official course syllabus is valid from spring semester 2027 as decided by the Director of First and Second Cycle Education. Decision date: 2026-10-26.

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

ME2501 Perspectives on Industrial Management completed.

Intended learning outcomes

After the course, the students should be able to:

1. Analyse strategy and industrial marketing as field of knowledge and understand their main emphasis.

2. Apply consumer data and consumer insights as tools to develop strategy and tactics in industrial marketing and technology intensive organisations.
3. Compare and contrast segmentation, positioning and target grouping in industrial marketing.
4. Explain basic differences in modelling of customer behaviour in producer marketing and consumer marketing.
5. Analyse branding structures in technology intensive companies and their underlying brand architectures.
6. Explain similarities and differences between relationship and transactional marketing.
7. Prepare a written subject report with aim, problem formulation, analysis and references.

Course contents

The course focuses on strategy and industrial marketing in technology-intensive companies and organisations.
Particular emphasis is put on the relationship between strategy and marketing based on both a theoretical research perspective and a practical problem solving perspective with the company's frame of reference and problem view. Based on development tendencies and the knowledge horizon in strategy and industrial marketing, the teaching covers for example the strategy process with values, business model, vision and mission.

Great emphasis is furthermore put on understanding of segmentation and positioning processes, sales processes and consumer behaviour in industrial operations.

Considerable emphasis is also placed on different theories and the contrasts between transactional and relationship marketing. An important part of the course and the learning is through a project with a focus on the relationship between strategy and industrial marketing around strategic and tactical access.

Examination

- INL2 - Assignment, 2.0 credits, grading scale: P, F
- TEN2 - Written examination, 4.0 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.