ME2604 Advanced Industrial Marketing 6.0 credits

Advanced Industrial Marketing

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 ME2604 valid from Autumn 2012

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Industrial Management, basic course or equivalent.

Language of instruction

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

Intended learning outcomes

After this course the participant will be able to:

- Segment markets and position industrial brands.

Develop coherent brand architecture for industrial and consumer brands.

- Select partners on relevant criteria for co-branding and ingredient branding ventures.

The aim of the course is to deepen the participants understanding of strategic brand management, and marketing within industrial and consumer markets. The course takes an holistic approach to marketing and brand management. Contemporary marketing trends and downstream brand management strategies are important topics.

Course contents

- Strategic and tactic marketing management

- Strategic Brand management, a management approach that has grown to challenge traditional models of product management and industrial production, is a particular focus of the course.

- Brand Building, including core value and identity implementation

- Brand Leveraging Brand Extensions, co-branding and ingredient branding

- Franchising and licensing for entering foods and fmcg-goods

- Complex brand architecture for high-tech brands

- Buyer behaviour in industrial and end-consumer markets.

- Implementation activities in marketing

Course literature

Tybout and Calkins ed (2005) **Kellogg on Branding**, Wiley, USA.

Uggla, H (2005) **Creating Brand Alliances**, PhD Brand Management Publishing Group.

Aaker och Joachmimstahler, **The Brand relationship Spectrum**

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

Assessment of group project and case analyses, written exam (SEM1; 3hp). Written examination (TEN1; 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.