



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 2013

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

At the end of this course participants should;

- have strategic understanding of firms' development process with focus on marketing concept
- be able to work with multi level segmentation process within the B2B markets
- be able to gain insight and work with the management of product portfolio, pricing and promotion
- be able to work with implementation of marketing strategies within B2B market

Course contents

Issues and concepts that will be covered during the course

- Strategic marketing management
- Buyer behavior in industrial and end-consumer markets
- Segmentation and positioning process
- New producer development process
- Management of product portfolio
- Pricing and promotion strategy design and implementation within B2B markets
- Marketing research practice within Business markets

Disposition

Teaching Methods; Lectures, guest lecturers, and case seminars.

Specific prerequisites

- Industrial Marketing
- Marketing Management or
- Principles of Marketing
- Be Student of master

Course literature

Meddelas vid kursstart.

Will be announced later

Examination

- TEN2 - Examination, 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.

Students will be evaluated in 3 different categories;

- Evaluation and Presentations of cases
- Evaluation and presentation of articles
- Final Exam

Other requirements for final grade

Case and article assessment and presentations, examination and class attendance (compulsory)

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.