



Please note that this is not your admissions letter.

## Welcome to University of Gävle and the Marketing Theories, Advanced level, 7,5 cr!

This course is a half time course between weeks 04-13. I, Sarah Philipson, am your course coordinator. Contact me on e-mail [sarah.philipson@hig.se](mailto:sarah.philipson@hig.se) if you have any questions about this course.

### Syllabus and Schedule

[Syllabus with course literature](#)

[Course schedule](#)

### Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at [hig.se/newstudent](http://hig.se/newstudent)

#### 1 Collect Your Computer Account

You can collect your computer account at [webkonto.student.hig.se](http://webkonto.student.hig.se) two week before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.

#### 2 Register in the Student Portal

You must be registered on the course to attend lectures and to sit exams. You will lose your place on the course if you do not register in time.

Are you conditionally admitted? [This is what applies to you](#)

#### 3 Log in to Blackboard

The Blackboard platform is a web-based learning management system where you find your course material. The day after you registered in the Student Portal you can access your course in Blackboard. Log in via the Student Portal.

Course	Marketing Theories
Course code	FEA220
Application Code	21173
Faculty	Faculty of Education and Business Studies
Faculty secretary	
Contact Information	Kurs-ae@hig.se

## Course Organisation

There is an introductory lecture, 4 two hours lectures and a final seminar.

The learning experience will be based on 4 group papers and 1 individual paper, on which students will get detailed feedback.

## Communication

The course will be based on a few lectures and seminars and extensive email-submission with feedback from teacher. All general information is announced on Blackboard. You are expected to visit BB very day during the course.

All communication with the teachers should be made using your student email. In group submissions all concerned students email addresses should be in the email.

## Course Evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your HiG e-mail address. Your answers in the course evaluation are very valuable and your comments will help us to improve and to develop the course for the next implementation. All students registered on the course will receive a course evaluation report where all answers are compiled.

## Course document and guidelines for assignments

Teaching and research in Marketing has been of interest for many business students and managers over the years and therefore many theories have been developed to address and cover different marketing issues and concepts. This course has been designed to give a good understanding of marketing and is grouped into four different sections. The first deals with industrial marketing, both of products and services. The following three parts are all about consumer marketing: the second focusing the marketing of products, the third services, and the fourth experiences. The course is based on scientific articles, selected from the refereed journals. The articles concern important marketing issues. Each section starts with a lecture, followed by seminars, in which students and teacher dialogue around the papers written by students. Class participation and taking part in discussion are important requirements of this course. Attending lectures and seminars is extremely important and shows your seriousness in taking the course. Participation in all seminar sessions in which you present your papers is mandatory.

You will work in teams of four students for the preparation of one report for each of the four sections. You are responsible to build your own teams, which need to be ready and sent to the instructors through their E-mails no later than September 7, 2016. It is recommended that teams with the same participants work in all assignments except the final report, which is to be carried out individually.

## Course literature

The literature consists of scientific articles. You will find the articles after logging in to the university library website.

## Teaching staff

Two faculty members are involved in the course. Professor Akmal Hyder, [ahr@hig.se](mailto:ahr@hig.se), is responsible for the industrial marketing section and Associate Professor Sarah Philipson, [sarah.philipson@hig.se](mailto:sarah.philipson@hig.se), for the rest.

## Examination and Grading

This course does not contain any written exam, as the purpose is not to address specific issues, but has a broader perspective. The emphasis is in taking part in class discussion and developing ability to critically analyze marketing theories. The major elements of this course are divided into article discussions in the classrooms, seminars and report writing. Distribution of marks for different exam moments is as follows:

### EXAMS Marks, Ects credits:

Industrial Marketing 1

Product Marketing to Consumers 1

Services Marketing to Consumers 1

Experience Marketing to Consumers 1

Final Report (individual) 3,5

TOTAL 7,5

For passing the course a student is required to get 50% marks in all the assignments separately, and a total average of at least 60%. All the scores from the exams will be added together for final grading. The following grades are offered in this course:

## Marks and Grading

90% marks = A

80% marks = B

70% marks = C

65% marks = D

60% marks = E

50 - 60% = Fx

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Below 50% = F

## Final report seminar

Each student will choose one of the major themes from the course design and prepare a report on it. The report should be some 7-10 pages. To develop the report it is required to search other literature and make use of the course literature, when applicable. While preparing the report, one should motivate how the selected topic is related to the course, what different authors say about it and what benefit it can bring to a marketer, or the marketing process. The report will include an elaborate theoretical discussion around the theme and will end with a conclusion. No formal structure of the report is suggested, which means that the course participant has a high level of flexibility in planning and structuring the paper. To support the thinking process, a list of themes for report writing is presented below. You can write about any of these suggested issues, or other issue related to marketing.

## Examples of themes for report writing

- Role of resources in marketing context
- Resources and external environment
- Cultural impact on marketing
- Customer orientation
- Market orientation
- Competition in consumer marketing
- Industrial networks
- Development of relationships in industrial marketing
- Measurement of service performance
- Internationalization of services
- Service quality
- Marketing experiences
- Is Corporate Social Responsibility a driver of marketing or a marketing tool?
- Bottom-of-the-pyramid marketing

Opponents will be assigned to critically go through the reports, which mean each student has to carry the role of opponent. In the seminar, the authors will make a short presentation of the work, which should not take more than five minutes. Then the opponent will ask questions before other seminar participants take part in the discussion. In addition to oral opposition, the opponents will need to submit an opposition in PT, Keynote, etc. format to the course coordinator on the day of the seminar.

Total time for dealing with a report is 30 minutes. Report content, and presentation, defense and opposition will be considered for grading. A seminar schedule with the names of the opponents will be delivered later on.

It is the responsibility of each student to email to submit the paper by email by the time announced on blackboard. Later submission will cause the report to be taken up at a later seminar.

## Suggestions and complaints

Continuous development of the course and students' satisfactory performance are two important objectives for us. Feedback concerning the course is therefore always welcome. Please contact the involved teachers for any complaints or special problems that can disturb the learning process. You can also see the course

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coordinator personally or contact her through e-mail. At the end of the course students will be asked to evaluate the course. It is highly appreciated that students take part in the evaluation and make necessary comments as how to further develop the course.

GOOD LUCK!!!

Akmal and Sarah