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Welcome to the University of Gävle and the Faculty of Education and Business Studies

COURSE Marketing Theories, ADVANCED LEVEL, 7,5 ects credits

IDENTIFYER FEA220

APPLICATION CODE 21114

COURSE PERIOD 2016-01-25 – 2016-04-03

[SYLLABUS](#)
[SCHEDULE](#)

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL 2016-01-18 – 2016-01-24

TEACHER Assistant Professor Sarah Philipson and Professor Akmal Hyder

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FACULTY SECRETARY Angelica Selin

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If you are registered and choose to discontinue your studies you have to report it in the Student Portal within three weeks from the course start. If you choose to discontinue your studies later than three weeks into the course you need to contact your faculty secretary.

GET STARTED WITH YOUR STUDIES!

More information at www.hig.se/newstudent

1 COMPUTER ACCOUNT

You can collect your computer account at webkonto.student.hig.se two weeks before the semester starts. Your computer account gives you access to the University web services.

2 THE STUDENT PORTAL

Please register for your course through the Student Portal at studentportal.hig.se

3 BLACKBOARD

The Blackboard platform is a web-based learning management system where you can find course material. Log in via the Student Portal, find your course and enrol.

Course ID in Bb **Marketing Theories 7,5 hp, VT16**

Access code If needed an access code will be sent to you in a separate email.

Period for enrolling 2016-01-10 – 2016-01-28

Registration for exam

Registration for ordinary exams as well as re-examinations via KronoX is mandatory. You can register for exams five weeks before the exam date at the earliest and no later than ten days before the exam date. Please note that no post-registrations will be accepted. If you for some reason are unable to write the exam at campus, you can apply to write the exam at another location. The application must be submitted no later than three weeks prior to the exam date. Contact your faculty for more information.

Course Organization

There will be 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

And the end of the course the students will evaluate the learning experience of the course.

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 articles. 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. In section two to four you will each be assigned an article to make a peer-lecture about. Participation in 7 of the 9 seminar sessions is mandatory, with at least 2 in each section.

This is a half-time course with a weight of 7.5 ECTS. The course starts in Week 4 and ends in Week 13. For communication, report submission and result announcement, BLACKBOARD will be used frequently. It is therefore suggested that you quickly enroll in the course through visiting BLACKBOARD. You are automatically enrolled when you open the course on the BLACKBOARD. If you face problem with this, is advised to contact the Student help desk.

You will work in teams of three 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 January 20, 2014. 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 articles and selected chapters from some books. 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, is responsible for the industrial marketing section and Assistant Professor Sarah Philipson, 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. Article seminars will show how course participants can critically analyze articles and justify their arguments, while the final report is intended to demonstrate how efficiently students can discuss an issue built mainly on the course material and solve their problems by individual efforts. 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
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 a short opposition report (1-2 pages) 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.

Schedule

The schedule for lectures and seminars can be found here:
<http://schema.hig.se/setup/jsp/Schema.jsp?startDatum=idag&intervallTyp=m&intervallAntal=6&sprak=SV&sokMe dAND=true&forklaringar=true&resurser=k.FEA220.21114.16->

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 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