



Please note that this is not the Notification of selection results.

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

COURSE CODE FEA220

APPLICATION CODE **11109**

COURSE PERIOD W. 36-45

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

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL 2015-08-24—2015-08-30

TEACHER Sarah Philipson

CONTACT INFORMATION sara.philipson@hig.se

FACULTY SECRETARY Sanna Maria Vesterinen

CONTACT INFORMATION kurs-ae@hig.se

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. HT_11109

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

Period for enrolling

Registration for exam

Registration for ordinary exams as well as re-examinations via the Student Portal 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.



Department of Business Administration
Dr Sarah Philipson, Course Coordinator
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MARKETING THEORIES, ADVANCED LEVEL, 7,5 credits

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 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 peer-reviewed 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, based on papers written by the 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 the seminar sessions is mandatory.

This is a half-time course with a weight of 7.5 ECTS. The course starts in Week 36 and ends in Week 45. For communication, report submission, and result announcement, our digital teaching platform **BLACKBOARD** will be used frequently. It is therefore necessary 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 four 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 the university library website.

Teaching staff

Two faculty members are involved in the course. Professor Akmal Hyder, akmal.hyder@hig.se, is responsible for the industrial marketing section and Assistant Professor Sarah Philipson for the rest.

Examination and Grading

This course does not contain any written exam. The emphasis is in taking part in class discussion and developing ability to critically analyse 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:

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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 analyse 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
- Internationalisation of services
- Service quality
- Marketing experiences
- Is Corporate Social Responsibility a driver of marketing or a marketing tool?
- Bottom-of-the-pyramid marketing

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Opponents will be assigned to critically go through the reports, which means that 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 give feedback and ask questions, finally 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 20 minutes. Report content, and presentation, defence and opposition will be considered for grading. A seminar schedule with the names of the opponents will be delivered later.

It is the responsibility of each student to submit the paper to Safe Assign on the blackboard, for plagiarism control and by email to Sarah, not later than by 6 pm on Sunday, October 25th, 2015. Later submission will cause reduction of marks on the report. Seminars on the final reports will take place on 28 October 2015.

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