



Course syllabus

Marknadsföring Marketing

MIOF02, 9 credits, G2 (First Cycle)

Valid for: 2023/24

Faculty: Faculty of Engineering, LTH

Decided by: PLED I

Date of Decision: 2023-04-14

General Information

Main field: Technology.

Compulsory for: I2

Language of instruction: The course will be given in Swedish

Aim

To provide basic knowledge of a company's marketing function, marketing strategy, how target marketing is applied in practice, and basic knowledge within engineering ethics.

Learning outcomes

Knowledge and understanding

For a passing grade the student must

- have knowledge of basic marketing models, describing strategic as well as operational marketing activities.
- explain and understand theory and concepts within moral philosophy.

Competences and skills

For a passing grade the student must

- be able to describe and value companies' marketing activities.
- be able to use established terminology and clearly communicate with different functional areas within as well as outside the company.
- be able to identify and analyse ethical problems and dilemmas within professional and organisational contexts.

Judgement and approach

For a passing grade the student must

- show insight within technological possibilities and limitations, the contribution of technology to society and about humans' responsibilities regarding social, financial, ethical and environmental aspects.

Contents

The first part deals with marketing. Special emphasis is placed on target marketing, and its different practical stages. This part of the course is based on knowledge of the business environment, provided by the first part; how different environmental conditions influence the shaping of marketing strategy and tactical marketing tools. The course discusses consumer and industrial marketing.

The second part deals with ethical issues, associated with business decisions in technical and organisational contexts are discussed. The various tools, methods and models that are included in the course are based on assumptions and values whose consequences are not always obvious. The course identifies and analyzes complex situations that the engineer faces and where loyalty conflicts are visualized, such as between the engineer's ethics, the client and the society's different norms and regulations.

The teaching format consists primarily of lectures, accompanied by lectures and seminars.

Examination details

Grading scale: TH - (U,3,4,5) - (Fail, Three, Four, Five)

Assessment: Written examination and compulsory assignment and seminars.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Parts

Code: 0121. **Name:** Examination.

Credits: 3,5. **Grading scale:** UG. **Assessment:** Written exam.

Code: 0221. **Name:** Project.

Credits: 4. **Grading scale:** UG. **Assessment:** Compulsory assignment.

Code: 0321. **Name:** Ethic.

Credits: 1,5. **Grading scale:** UG. **Assessment:** Prepared assignment and participation in case discussion.

Admission

Assumed prior knowledge: MIO012/MIOA01/MIOA12/MIOA15 Managerial Economics, Basic Course

The number of participants is limited to: No

The course overlaps following course/s: MIO071, MIOF01, MIOF15

Reading list

- Armstrong, Kotler & Parment: "Principles of Marketing - Scandinavian edition". Pearson.
- Hansson, S-O: Teknik och etik. KTH, 2009.
- Armstrong, Kotler & Parment, "Principles of Marketing - Scandinavian edition", the latest edition, Pearson.
- Articles and case material.

Contact and other information

Course coordinator: Izabelle Bäckström, izabelle.backstrom@iml.lth.se

Course homepage: <http://www.pm.lth.se>

Further information: This course may not be part of the Master degree together with the course MIOF01 or MIOF15.