



LUNDS UNIVERSITET
Lunds Tekniska Högskola

Course syllabus

Marknadsföring Marketing

MIOF15, 7,5 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

Elective for: B5, C5, D5, E4-ac, K5, M4, MD4

Language of instruction: The course will be given in Swedish

Aim

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

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.

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.
- have acquired a basis for further studies within the areas covered by the course.

Contents

The course 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 teaching format consists primarily of lectures, accompanied by two compulsory seminars on global economy and marketing.

Examination details

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

Assessment: Written examination and compulsory assignment. The final grade is based on the weighting of the exam and project assignment. Compulsory elements: compulsory participation in case seminars, supervision and presentation sessions and guest lectures.

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: 0116. **Name:** Examination.

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

Code: 0216. **Name:** Project.

Credits: 2,5. **Grading scale:** UG. **Assessment:** Compulsory assignment.

Admission

Assumed prior knowledge: Basic Course Managerial Economics

The number of participants is limited to: No

The course overlaps following course/s: MIOF01, MIO071, MIO350

Reading list

- Armstrong, Kotler & Parment: "Principles of Marketing - Scandinavian edition". Pearson.
- 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>