



**LUNDS UNIVERSITET**  
Lunds Tekniska Högskola

*Course syllabus*

# **Affärsmarknadsföring**

## **Business Marketing**

**MION05, 7,5 credits, A (Second Cycle)**

**Valid for:** 2023/24

**Faculty:** Faculty of Engineering, LTH

**Decided by:** PLED I

**Date of Decision:** 2023-04-14

### **General Information**

**Elective for:** E5, I4-ai, M4, MD4

**Language of instruction:** The course will be given in Swedish

### **Aim**

To develop a comprehension of how the marketing function contributes in creating value, and of how it can integrate the processes of business development and innovation. The course supplements and develops other engineering competences by exposing them to a business context. The course increases the comprehension of industrial, consumer, and relationship marketing, as well as the challenge in marketing knowledge intensive or innovative products and services.

### **Learning outcomes**

#### *Knowledge and understanding*

For a passing grade the student must

- be able to analyse and describe a company's marketing function and its marketing strategy, using marketing methods and models. A special emphasis is placed on the marketing functions role in the company's innovative processes.

#### *Competences and skills*

For a passing grade the student must

- be able to independently create a marketing strategy, especially regarding knowledge intensive products, services, and innovations. That includes defining, collecting, analyzing and presenting relevant information.
- be able to describe and analyze how new technologies affect and change the marketing

- relations of the companies.
- be able to use established terminology and clearly communicate with different functional areas within as well as outside the company, regarding marketing issues.
- be able to independently profit from literature within the area of marketing.

## Contents

The course includes an overview of marketing research and practice, with a special focus on how industrial and technology intensive companies organize the marketing function, marketing communication and interaction with key actors. The course introduces the area of innovation marketing.

## Examination details

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

**Assessment:** The examination consists of three parts: written exam, written assignments and a group project which is presented orally and in a written report. The grade is based on the written exam (60%) and the group project (40%).

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:** 0110. **Name:** Business Marketing.

**Credits:** 7,5. **Grading scale:** UG.

**Code:** 0210. **Name:** Practical Work.

**Credits:** 0. **Grading scale:** UG.

## Admission

### Admission requirements:

- Basic course in Marketing

**The number of participants is limited to:** No

**The course overlaps following course/s:** MIO150

## Reading list

- Mohr, Sengupta & Slater: Marketing of High-technology Products and Innovations. Pearson.
- Mohr, Sengupta & Slater: Marketing of High-technology Products and Innovations. Pearson (the latest edition).
- Articles and case material.

## Contact and other information

**Course coordinator:** Universitetslektor Ola Alexanderson, Ola.Alexanderson@iml.lth.se

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