

# Syllabus

for course at first level

**Principles of Marketing**

**Principer för marknadsföring**

**7.5 Higher Education**

**Credits**

**7.5 ECTS credits**

|                          |                                                                      |
|--------------------------|----------------------------------------------------------------------|
| <b>Course code:</b>      | FE1302                                                               |
| <b>Valid from:</b>       | Autumn 2018                                                          |
| <b>Date of approval:</b> | 2011-07-08                                                           |
| <b>Changed:</b>          | 2018-04-16                                                           |
| <b>Department</b>        | Stockholm Business School                                            |
| <b>Main field:</b>       | Företagsekonomi                                                      |
| <b>Specialisation:</b>   | G1N - First cycle, has only upper-secondary level entry requirements |

## Decision

This syllabus was approved by the Director of Undergraduate Studies at Stockholm University School of Business 2011-07-08, revised 2014-07-08, and 2015-06-24, last revision 2018-04-16 conducted by the Educational Committee of the Stockholm Business School.

## Prerequisites and special admittance requirements

Swedish upper secondary school courses English B, Mathematics C and Social Sciences A or equivalent.

## Course structure

| Examination code | Name                    | Higher Education Credits |
|------------------|-------------------------|--------------------------|
| 1302             | Principles of Marketing | 7.5                      |

## Course content

Principles of Marketing is an introductory course in the subject area of Marketing.

The course introduces students to the Marketing field of study and builds on a traditional consumer marketing approach, which during the course is being challenged by emerging perspectives on services marketing, business-to-business marketing, consumer behaviour, market communication etc. The core of the course is an understanding of the company marketing decision-making process for different applications, including NGOs and public organisations.

The topics discussed in the course include:

- Marketing strategy
- The company and its environment, market intelligence
- Buyer behaviour in consumer and business markets
- Market segmentation
- Branding and market communication
- Product, price and distribution strategy

- Business ethics and CSR
- Marketing research
- The company's perspective on marketing
- Academic English writing and reading

### **Learning outcomes**

#### Intended Learning Outcomes

Upon completion of the course, students should be able to:

#### Knowledge and understanding

1. Define and understand basic marketing terminology and concepts.
2. Demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, understanding of applicable methodologies in the field as awareness of current research issues.

#### Skills and abilities

3. Demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically.
4. Demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences.
5. Write formal texts in English based on the ability to read and analyse academic texts.

#### Judgement and approach

6. Demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues.

### **Education**

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload is 200 hours equivalent to 7,5 ECTS (40 hours per week equivalent to 1,5 ECTS).

The language of instruction is English. Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

### **Forms of examination**

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

#### Assessment tasks

The course contains the following weighted assessment tasks:

1. Individually written exam: assesses intended learning outcomes 1–6; constitutes 60% of total course points.
2. Group project and presentation: assess intended learning outcomes 1–5; constitute 25% of total course points.
3. Attendance and participation: indirectly assess intended learning outcomes 1–5; constitute 10% of total

course points.

4. Study Guide quiz: assesses knowledge about the course requirements and expectations outlined in the Study Guide, constitutes 5% of total course points.

## Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires  $\geq 50$  course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

Assessment tasks 1 and 3 are assessed on a 100-point scale.

Assessment tasks 2 is assessed on a 100-point scale in six intervals:

- Excellent—80-100
- Good—79-60
- Fair—59-40
- Satisfactory 39-20
- Poor 19-1
- Fail 0

Assessment task 4 is assessed on a 100-point scale in three intervals:

- Attending all meetings: 100 points.
- Absence from 1 meeting: 50 points.
- Absence from 2 or more meetings: 0 points.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. Assessment task 1 can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result ( $\geq 50$  course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved  $\geq 50$  course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved  $\geq 50$  course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.

- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final assessment or complete a previously not

completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

#### Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- orally and in writing, present and discuss course content;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

#### A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

#### B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

#### C (Good) ☐

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

#### D (Satisfactory) ☐

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

#### E (Sufficient) ☐

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

#### Fx (Fail) ☐

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

#### F (Fail) ☐

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

#### Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

**Limitations**

The course cannot be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

**Misc**

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

**Required reading**

## Required Reading

- Kotler, P., Armstrong, G. & Parment, A., 2016, Principles of Marketing. Swedish edition, Pearson.
- Bryman, Alan, (2008) Social Research Methods, Oxford University Press, 4th edition
- Lecture notes
- A selection of academic articles (updated each semester, see the study guide).

## Recommended Reading

- Blythe, J. 2006, A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Marketing, SAGE.