

# Syllabus

for course at first level

**Marketing - an introduction**  
**Grundkurs i marknadsföring**

**7.5 Higher Education**  
**Credits**  
**7.5 ECTS credits**

<b>Course code:</b>	FE1304
<b>Valid from:</b>	Autumn 2022
<b>Date of approval:</b>	2019-01-30
<b>Changed:</b>	2021-10-25
<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 Educational Committee of Stockholm Business School, Stockholm University, 2019-01-30. The last revision was approved by the head of department at Stockholm Business School 2021-10-25.

## 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
1304	Marketing - an introduction	7.5

## Course content

The course deals with the subject marketing and provides basic knowledge in the field by introducing key concepts, models and connections.

The course deals with areas that are central to today's marketing including marketing strategy, business intelligence, market analysis, consumer behavior, branding as well as marketing's and consumption's implications on sustainability.

The course also offers a group work where the knowledge is applied, discussed and presented.

## Learning outcomes

The overarching aim of the course is to provide a broad introduction to central perspectives, concepts and models within the field of marketing. Upon completion of the course, students should be able to:

Knowledge and understanding

1. Define central concepts within the field of marketing.
2. Explain and exemplify basic concepts

Skills and abilities

3. Apply marketing approaches, concepts and models.
4. Analyze different theoretical marketing approaches in connection with application within different industries and connect these to sustainability.

Judgement and approach

5. Explain and justify the choice of theoretical approach.
6. Critically reflect on and evaluate the selected approaches.

### **Education**

The teaching consists of lectures, seminars, group work, and requires a significant portion of self-study on the part of students.

The course workload is 200 hours, equivalent to 7,5 higher education credits.

Language of instruction is Swedish and English.

The teaching is carried out online, with the exception of examination part 1 which is carried out on campus.

Seminar participation is a compulsory element in the course, meaning that examination part 2 is only assessed if the student has participated in all seminars.

For more detailed information, see the study guide, published on the learning platform when the course commences.

### **Forms of examination**

#### **a) 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 70% of total course points. The exam takes place on campus.
2. Group project and seminar participation: assesses intended learning outcomes 1–6; constitutes 30% of total course points.

The examination is conducted in Swedish and English.

If the student has a certificate from Stockholm University with a recommendation for special support, the examiner has the opportunity to give an adapted test or let the student complete the test in an alternative way.

#### **b) Grading scale**

Grading takes place according to a criterion-referenced seven-point grading scale:

A = Excellent  
B = Very good  
C = Good  
D = Satisfactory  
E = Sufficient  
Fx = Failed, some more work required  
F = Failed, much more work required

### c) Grading and assessment criteria

#### Grading criteria

The course's grading 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. 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.

#### Assessment criteria

The course's assessment criteria, which serve as support for the assessment of the course's assessment tasks, are announced at the start of the course.

### d) Final grade

The course comprises 0–100 course points. A passing grade (A–E) requires that all learning outcomes are met, and at least 50 course points are achieved.

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: 0–44. The grades correspond to the total course 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. Current rounding rules are applied (0,5–0,9 course points are rounded up to the nearest higher, full course point).

Each assessment task is awarded 0–100 points. The points from an individual assessment task are multiplied by its percentage weight, constituting its course points. The course points for all assessment tasks are summed up to a total score between 0 and 100 course points. The total score is translated into a corresponding course grade A–F.

All assessment tasks are assessed on a 100-point scale.

Assessment task 2 will only be graded if the student has participated in all seminars.

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. If a passing course grade is not obtained during the course's first scheduled occasion, the course's weightiest assessment task can be taken at the course's second

scheduled occasion, with retained course points from the course's other assessment tasks. All other assessment tasks are offered once during the course.

If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E. If less than 45 course points are achieved, a grade F is obtained.

A student who after the course's two regular exams does not obtain a passing grade lose the course points obtained and is referred to re-register at a later course instance.

Re-registration implies that:

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

If there are special reasons, the examiner may grant the student exemption from the obligation to participate in certain compulsory teaching or completion of compulsory parts. The student can then be assigned a compensation assignment.

Exemption from an assessment task is granted if the student presents a written certificate (e.g. a medical certificate), whereupon the student may re-sit the assessment task at a later date decided by the head of course, and while maintaining previously acquired course points.

The 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.

#### e) Failed grades

For each course instance, two examination opportunities are normally offered. If during an academic year, a course instance is missing, at least one examination instance is offered.

A student who has taken two examinations in a course or course component without obtaining a pass grade is entitled to the nomination of another examiner, unless there are special reasons to the contrary. The request is made to the director of studies.

Students who have received the lowest grade E may not undergo a re-examination for higher grades.

Students receiving a passing grade may not retake the final examination 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.

#### f) Supplementary assignments

The head of course provides a supplementary assignment for a student who receives the grade Fx. The following applies:

- Shortcomings of an understanding nature can only be assessed against the grade E.
- Simpler deficiencies of a formal nature can be assessed against the entire grading scale.
- As a rule, the assignment must be submitted within a week after the course results have been announced, unless otherwise agreed with the examiner.
- If a complementary task is not completed within this time limit, the course grade Fx is confirmed.

#### 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

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of

identical or partially similar content.

**Required reading**

Course literature and other teaching materials are specified on the course's webpage no later than two months prior to the course commences.