

# Syllabus

for course at first level

**Advertising & PR: Basic Marketing**

**Reklam & PR: grundläggande marknadsföring**

**7.5 Higher Education**

**Credits**

**7.5 ECTS credits**

<b>Course code:</b>	PR1523
<b>Valid from:</b>	Summer 2015
<b>Date of approval:</b>	2015-02-26
<b>Department</b>	Stockholm Business School
<b>Main field:</b>	Advertising and Public Relations
<b>Specialisation:</b>	G1N - First cycle, has only upper-secondary level entry requirements

## Decision

This syllabus has been adopted by the Head of Education at Stockholm Business School, Stockholm University, February 26, 2015.

## 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
1523	Advertising & PR: Basic Marketing	7.5

## Course content

The aim of this course is to provide a broad introduction to the topic of marketing. During the course, a lecture series that introduces key concepts, models and relationships between various marketing tools will be offered. The lectures also provide specific perspectives in areas that are central to today's marketers such as market strategy, business intelligence, market analysis, consumer behavior and branding.

In parallel with the lecture series, the presented approaches will also be dealt with within the frame of a seminar series during which students' knowledge is applied and presented in the form of a group work project.

## Learning outcomes

Intended 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. Analyse different theoretical marketing approaches in connection with application.

Judgement and approach

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

### **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 Swedish and 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. Individual final examination: assesses intended learning outcomes 1, 2, 3, 4; constitutes 80% of total course points.
2. Group work project: assesses intended learning outcomes 3, 4, 5, 6; constitutes 20% 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.

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

Assessment task number 2 is assessed on a 100-point scale in three intervals:

- Pass with distinction: 80% = 100 points.
- Pass: 50% = 50 points.
- Weak: 50% = 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. The course's final assessment task 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 are accredited.
- 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.

#### 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;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- 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**

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content. The courses Advertising & PR: Basic Marketing and Marketing I cannot be part of the same degree.

### **Required reading**

Required Reading

Kotler, P., Armstrong, G. & Parment, A., 2011, Principles of Marketing. Swedish edition, Pearson Education.

Svensson, P. & Östberg, J., 2013, Marknadsföring, människor och interaktion, Studentlitteratur.