AI2137 Advanced Issues in Marketing 7,5 hp

Advanced Issues in Marketing

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

Fastställande

Kursplan för AI2137 gäller från och med VT10

Betygsskala

A, B, C, D, E, FX, F

Utbildningsnivå

Avancerad nivå

Huvudområden

Särskild behörighet

7,5 credits in Marketing or equivalent

Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Lärandemål

The objective of the course is to provide students with insights as to how financial and real estate commercial entities use marketing techniques to enhance profitability. The knowledge is crucial for the understanding of the possibilities available in penetrating market segments in both the financial and real estate markets. The course consist of four modules that form a basis of discussion. Customer relationship management (CRM) systems, marketing psychology, corporate branding/corporate identity and marketing channels are all vital parts in understanding marketing processes.
The student should be able to:
- Determine under what conditions CRM systems is a valuable tool in penetrating markets
- Understand how to build a CRM system and the consequences of relying on CRM techniques
- Understand the role of cognition in determining customer behaviour
- Practically be able to use the knowledge about cognitive processes in enhancing marketing efforts
- Develop a corporate brand marketing campaign in order to improve corporate image
- Understand the difference between product brands, corporate brands and corporate identity
- Evaluate the difference in using alternate marketing channels for developing customer relationships
- Understand the impact of internet marketing on the development of customer relationships

Kursinnehåll

The course is based on four different aspects of marketing:
- Customer relationship management (CRM) systems
Customer relationship management refers to modern quantitative techniques of tracking mass market customer (consumer) behavior and need. CRM and similar techniques are used to minitor market penetration, measure customer satisfaction and to develop mass market products
- Marketing psychology
Marketing psychology refers to processes by which mass market customers (consumers) form cognitive beliefs and attachements to products and brands. Marketing psychology forms a basis for mass marketing campaigns, but is also related to the development of brands
- Corporate branding and corporate identity
Corporate branding and corporate identity refers to the branding process by which organizations differentiate from other actors within a given field. Corporate branding is a deliberate attempt to influence customer into perceiving a given product or organization relative to other organizations. Branding and identity are interrelated and both form an important part in marketing strategies.
- Marketing channels, including internet-marketing
Marketing channel refers to the delivery of products through internet, branch network, relationship or other mechanisms. A particular emphasis will be placed on the increased role of internet-marketing. Marketing channel research concerns how organizations interrelate with customers, but also suppliers in a given industry. The technological advancements made in internet makes i possible to form new strategies by which marketers can communicate with customers.

Kurslitteratur

To be determined, Research articles

Examination

- SEM1 - seminarium, 3,0 hp, betygsskala: P, F
- TEN1 - Tentamen, 4,5 hp, betygsskala: A, B, C, D, E, FX, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.