



ME1035 Marketing Management 7.5 credits

Marknadsföring grundkurs

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for ME1035 valid from Autumn 2016

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

Completed upper secondary education and English B.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After completing the course the students will be able to:

- Explain the meaning of the basic concepts within the field of marketing.
- Describe how marketing work practice differs due to differences in corporate environment.
- Describe how the selling company's stakeholders can affect the different steps of a purchase process and how a final purchase decision is made.
- Apply the basic marketing tools used for analysis in situations similar to a sharp industrial case.
- Make a project presentation according to good market-oriented communications practice.

Course contents

This course provides an introduction to the basic aspects of marketing strategy and planning.

The course includes;

- Strategic marketing planning,
- Segmentation and Positioning
- Buying processes
- Product Strategy
- Market Research
- Marketing strategy, planning, pricing, distribution and communication strategies

Course literature

Marketing Management by Philip Kotler (latest edition)

Additional instructions related to articles will be assigned during the course.

Examination

- PRO1 - Case and Project Presentations and Project Report, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Final grading is done according to the evaluation as described below:

- 40% of the grade is based on individual Case-work (oral presentation and evaluation of results is assessed along a 100-point scale: 0 - 100)

- 60% of the grade is based on an individual Industry-project (oral presentation and written report is assessed along a 100-point scale: 0 - 100)

Parts of the course require mandatory participation.

Grading: A, B, C, D, E, F, applied as follows:

F E: 61 to 65 p

D: 66 to 70 p

C: 71 to 80 p

B: 81 to 90 p

A: 91 to 100 p

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.