



Högskolan  
Kristianstad

## Fundamentals of Marketing - 7,5 ects - Course syllabus

---

**Course code:** FE698U

**Level:** Basic level

**Subject group:** (FE1)

**Area code:** Business Administration (FÖA)

**Educational area:** Social Science 100%

**Main field of study:** Business Administration

**Proportion of placement:** -

**Swedish title:** Grundläggande marknadsföring

**Decision:** Approved by The Education Board for Health and Society 2017-10-24  
Valid from 2017-12-04

**Reference number:** U2017-242-2133

---

### General information

The course is given as assignment training.

Type of study: Network-based.

Language of instruction is English.

### Level of study

G1N First cycle, has only upper-secondary level entry requirements

### Entry requirements

General entry requirements

### Aim

The aim of the course is that the students should develop basic knowledge of concepts and theories in marketing.

## Content

The course deals with basic concepts and theory formation in marketing. Focusing on consumer marketing, information needs, market conditions, strategy, target group / segmentation, positioning and landmark mix consisting of product, price, location and impact. Ethical issues and considerations are also addressed.

## Intended learning outcomes

### *Knowledge and understanding*

On completion of the course, the student should

- have knowledge and understanding for basic theories and concepts in marketing (1)
- have knowledge and understanding for the conditions and opportunities of marketing (2)
- have knowledge to describe key strategic issues for an organization (3)
- have knowledge to explain the function of quantitative and qualitative survey methods for market research (4)

### *Skills and abilities*

On completion of the course, the student should

- be able to identify and discuss issues and opportunities in connection with marketing (5)
- be able to apply and report knowledge in marketing (6)
- be able to express correctly in writing and be able to comply with accepted requirements for structure and source references (7)

### *Judgement and approach*

On completion of the course, the student should

- be able to demonstrate a Christian approach to theories and models as well as to the information communicated by companies and organizations (8)
- be able to demonstrate an ethical approach to marketing (9)

## Implementation

Teaching is online-based and happens without meetings. The submission and examination of tasks takes place continuously during the course.

The course requires access to computer and internet connection.

## Examination – tests and forms

The grades awarded on the course as a whole are Excellent (A), Very Good (B), Good (C), Satisfactory (D), Acceptable (E) and Unacceptable (F).

Assessment 1 (4 credits) Fundamentals of Marketing.

Four individual written assignments. Assessment of learning outcomes 1, 2, 3, 4, 6, 7, 9.

The available grades are A-F.

Assessment 2 (3.5 credits). Marketing application.

Individual written home exam. Assessment of learning outcomes 1, 2, 3, 5, 6, 8.

The available grades are A-F.

Determination of the grade for the whole course:

For a grade of E on the whole course, students must have been awarded at least a grade of E on both assessment 1 and 2.

For a grade of D on the whole course, students must have been awarded at least a grade of D on both assessment 1 and 2.

For a grade of C on the whole course, students must have been awarded at least a grade of C on both assessment 1 and 2.

For a grade of B on the whole course, students must have been awarded at least a grade of C on assessment 2 and grade B on assessment 1.

For a grade of A on the whole course, students must have been awarded at least a grade of B on assessment 2 and grade A on assessment 1.

## **Course evaluation**

A course evaluation will be carried out in accordance with Kristianstad University guidelines.

## **Decision**

Approved by The Education Board for Health and Society 2017-10-24 Valid from 2017-12-04

## **Transitional rules**

A student admitted in accordance with this syllabus is entitled to be assessed according to the terms set down in it one (1) year after it has ceased to apply, i. e. when it has been replaced by a new syllabus or the course has been discontinued. A student who has not passed the course within one year of the date when the syllabus ceased to apply can, within another two years and subject to approval by the examiner, be offered further examination opportunities in accordance with a course syllabus deemed very similar to that of the discontinued course. However, the examination opportunities offered must only involve a marginal increase in the resources used. Subsequently, the student can only receive a certificate of passed course components.

## **Literature**

The literature list is subject to change up to a month before course start

Course literature is to some extent available for loan or download at the library (<http://www.hkr.se/library/>). Talking books for students with reading impairment are searchable and downloadable in Legimus (<http://www.legimus.se/102610/engelska-english>).

- Fahy, J., Jobber, D. (2015), *Foundations of marketing*. 5 edition. London : McGraw-Hill Education (358 p).