



JÖNKÖPING INTERNATIONAL  
BUSINESS SCHOOL  
JÖNKÖPING UNIVERSITY

## COURSE SYLLABUS

Marketing Management, 7,5 credits

Marketing Management, 7,5 högskolepoäng

Course Code: JMMB17

Confirmed Council for Undergraduate and Masters Education Nov 16, 2009  
by:

Valid From: Jun 1, 2010

Version: 1

Education Cycle:	Basic level
Disciplinary domain:	Social sciences
Subject group:	FE1
Specialised in:	G1F
Main field of study:	Business Administration

## Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

### Knowledge and understanding

- demonstrate knowledge of what marketing

management means in practice; including that marketing is a company-spanning process.

- demonstrate that they know and comprehend relevant concepts.
- describe the need and use of market information on all levels in an organization.

### Skills and abilities

- analyse marketing problems from a business

perspective.

### Judgement and approach

- conceptualise a market offer from the company's and consumer's perspective.

## Contents

Important parts of the course include: the marketing management process, marketing as a cross-functional process, the need for and use of information in marketing, marketing in theory and in practice, marketing in the light of business ethics, and marketing in view of current market characteristics. The course should also provide examples of themes in the contemporary marketing discourse.

## Type of instruction

The course includes lectures and seminars. Problem-based learning is emphasised. Students are expected to plan and take responsibility for self-studies, including reading assigned course literature

and completing group assignments.

The teaching is conducted in English.

## Prerequisites

30 credits, including 15 credits in Business Administration (or the equivalent)

## Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

Students are evaluated individually, based on individual (written exam) and group assignments (case and live-case course project). The individual exam represents 50% of the course grade, the live-case course project 30 % and the case 20%. All three forms of evaluation partly assess all intended learning outcomes. However, the focus on each ILO differs between the forms of evaluation. The written exam emphasises knowledge and understanding, the case emphasises skills and abilities, and the live-case course project emphasises skills, abilities, assessment and attitude skills.

Students receive a pass or fail decision on each part of the course. To pass the course, students must pass each part of the course, acquiring a minimum of 60% of the total course points. To pass the course with distinction, students must pass each part of the course acquiring a minimum of 80% of the total course points.

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of Test	Value	Grading
Examination	7.5 credits	U/G/VG

## Course evaluation

At the outset of the course the course coordinator ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously and at the end of the course. At the completion of the course the course evaluators and course coordinator discuss the course evaluation and possible improvements. The result is reported among others to the Associate Dean for Education, the Council of Undergraduate and Master Education and the Board of Directors of JIBS. The course coordinator shall at the outset of the following course report results and measures from the previous course evaluation.

## Course Literature

### Literature

Kotler, Armstrong Wong, & Saunders - Principles of Marketing. ISBN: 978-0-273-71 156-8