



# HÖGSKOLAN I GÄVLE

## Marketing Theories 7.5 cr

*Marketing Theories 7,5 hp*

Set by Faculty of Education and Business Studies

### Version

Set at	Valid from
3/13/13	HT2013
6/17/20	VT2021

<b>Level</b>	A1N
<b>Education level</b>	Second cycle
<b>Course identifier</b>	FEA220
<b>Credits</b>	7.5 cr
<b>Main field of study</b>	Business Administration
<b>Subject group</b>	Business Administration
<b>Disciplinary domain</b>	Social sciences 100.0 %

### Learning outcomes

Upon successful completion of this course the student will

Know/Understand how to:

- Identify and report the connections between business management theories, research in marketing strategies and their newest developments.
- explain the major marketing types and how they can be integrated into customer service marketing in an effective fashion, based on their respective theory grounds .
- relate the connection between customer relationship theories and their special characteristics as opposed to brand marketing theories.
- Describe key theories, thoughts on how demand is created and customer satisfaction guaranteed.
- explain the needs for industrial marketing, the opportunities, capabilities and limitations.
- identify the key scientific methods in the fields of marketing.

Skills and abilities: Upon successful completion of this course the student will be able to:

- Identify and formulate marketing problems as well as relate them to relevant marketing theories.
- Use, apply and analyze complex marketing situations despite limited information.
- take an active part of a customer service and industrial marketing research project as well as to be able to conduct an oral and written presentation report of a research project result.

Assessment and Evaluation approaches

- assess the fields of marketing research from an ethical and societal perspective
- Identify the needs for further investigation and research and be responsible for their own self-development in the learning process.

**Course content** This course provides a comprehensive understanding of transaction costs, resource based and resource dependence theories. Students will learn to use and apply customer-service marketing, networking, relationship marketing and understand the concept of quality service in an international marketing context. Students have an insight view of the marketing research world; they will develop their own marketing research project under tutorial.

**Teaching** Lectures, seminars, application works and tutorials.

**Prerequisites** Graduate student (180hp) with Business Administration Major

**Examination** Final exam, course assignments, in-class presentations and final presentation.

**Grade** A, B, C, D, E, Fx, F

**Sustainable environment** A minor part of the course content deals with sustainable development.

**Module** 0070 Examination 7.5 cr Grade: AF