



# HÖGSKOLAN I GÄVLE

## Value-based marketing 15 cr

Värdebaserad marknadsföring 15 hp

Set by Faculty of Education and Business Studies

### Version

Set at

Valid from

5/19/17

VT2020

<b>Level</b>	G2F
<b>Education level</b>	First cycle
<b>Course identifier</b>	FEG502
<b>Credits</b>	15 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** After the course the student should be able to:

Knowledge and understanding:

- Describe and explain central concepts and techniques within the field of marketing as well as describing the differences and similarities between the concepts
- Describe and problematize the assumptions behind the different schools of research within the marketing field as well as describing the differences and similarities between them
- Describe and explain central requirements on scientific research problems and describe and explain the various methodologies that lies at the centre of the different schools of research within the field of marketing

Competence and skills:

- Define and summarize central ideas and values within a school of research within the marketing field and discuss contemporary research within the same
- In a self-reliant manner collect, generate and analyse data from an empirical context and link the studies phenomenon to a school of research within the marketing field
- Orally as well as in writing communicate a scientific result, empirical findings and analysis.

Judgement and approach:

- Evaluate and assess different schools of research within the field of marketing in accordance to their conceptual foundation and practical usefulness.
- Defend and take a stance in relation to practice and theory in relation to the course content
- Critically assess and compare the usefulness of different schools of research within the field of marketing within various contexts

<b>Course content</b>	Within the course a rundown of different schools of research within the marketing field is conducted that builds on the reading and analysis of research publications/articles. Through these publications the students are offered the opportunity to gain knowledge and an understanding regarding these schools' theoretical foundations and underlying concepts. The theoretical foundations of marketing are discussed through establishing a connection between, and a problematization of, the students own practical experiences. Through practicing a conceptualisation of practical experiences, the students will be able to generalise their understanding and be able to apply their knowledge in different circumstances. Techniques regarding the practical gathering and analysis of empirical data, and the valuation thereof, will be offered during the course curriculum.			
<b>Teaching</b>	This course consists of lectures, seminars, practical exercises and tutoring.			
<b>Prerequisites</b>	G1N (30 credits) and G1F (30 credits) within the field of business administration			
<b>Examination</b>	- Exams, written assignments, oral presentations and seminars.			
<b>Grade</b>	A, B, C, D, E, Fx, F			
<b>Other regulations</b>	The course will be taught in English			
<b>Sustainable environment</b>	A minor part of the course content deals with sustainable development.			
<b>Module</b>	0010	The consumption and creation of value	7.5 cr	Grade: AF
	0020	The offering and communication of value	7.5 cr	Grade: AF