



## COURSE SYLLABUS

# Customer-centric Marketing in New Ventures, 7.5 credits

*Customer-centric Marketing in New Ventures, 7,5 högskolepoäng*

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<b>Course Code:</b> JCMG12	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Jun 7, 2021	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Mar 27, 2023	<b>Subject group:</b> FE1
<b>Valid From:</b> Aug 21, 2023	<b>Specialised in:</b> G2F
<b>Version:</b> 2	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. Explain concepts related to customer-centric marketing and entrepreneurship.
2. Describe and compare various available marketing tools suitable for start-ups and small firms.

Skills and abilities

3. Present and argue for business ideas and marketing strategies.
4. Design and execute a marketing campaign using appropriate tools for start-ups and small firms.
5. Work in teams to simulate new venture environments.

Judgement and approach

6. Develop an entrepreneurial mindset through reflective experimentation.
7. Evaluate suitability of various marketing techniques for start-ups and new firms.
8. Reflect on ethical considerations related to customer-centric marketing and entrepreneurship.

### Contents

Customer-centric marketing is a requirement in the current marketplace, especially for start-ups and small firms that do not have many resources. The course combines entrepreneurial and marketing logics to offer students content anchored in the idea of creating a value proposition that matches the selected customer segment.

The course provides students the opportunity to further develop their entrepreneurial mindsets through reflective experimentation. Focus is put on practical activities related to developing new venture ideas towards implementation and marketing related activities. The course will challenge students to critically reflect about entrepreneurial and marketing activities, such as the nexus of value proposition and customer segment, understanding consumers and novel marketing tools and techniques suitable for start-ups and small firms. This course will also encourage the students to reflect on ethical and sustainability considerations related to use of customer-centric marketing in new ventures.

## Connection to Research and Practice

The core focus of the course is on marketing and entrepreneurial approaches to new venture creation, aligned in JIBS core missions, the students will gain understanding of both the foundational and frontier knowledge in customer-centric approaches to new venture creation from faculty who are at the research frontier of both marketing and entrepreneurship. The student's employ this knowledge in the venture creation project where they tie in the knowledge, they have learnt on the basics of marketing and entrepreneurship to bring together their ideas into an actionable new venture, they then pitch at the venture creation day.

## Type of instruction

The course includes lectures, case seminars, group work, as well as individual examination.

The teaching is conducted in English.

## Prerequisites

General entry requirements and 60 credits in Business Administration including an introductory course to marketing (or the equivalent).

## Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual written exam (ILOs: 1-3 & 6-8) representing 2 credits

Cases, individual assessment (ILOs: 1, 2 & 4 & 6-8) representing 2 credits

Venture team project, individually graded (ILOs: 4-5 & 6-8) representing 3,5 credits

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>†</sup>	2 credits	A/B/C/D/E/FX/F
Cases, individual assessment <sup>†</sup>	2 credits	A/B/C/D/E/FX/F
Venture team project, individually graded <sup>†</sup>	3.5 credits	A/B/C/D/E/FX/F

<sup>†</sup> All parts of compulsory examination in the course must be passed) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy - A/B/C/D/E/FX.

## Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of

any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

### **Other information**

#### **Academic integrity**

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

#### **Course literature**

Barringer, Bruce & Ireland, Duane (2019). *Entrepreneurship: Successfully Launching New Ventures*, Global Edition. Pearson Education. ISBN13: 9781292255330, ISBN10: 1292255331.

A list of articles will be supplied at the course start