



## COURSE SYLLABUS

# Industrial Marketing, 7.5 credits

*Industriell marknadsföring, 7,5 högskolepoäng*

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<b>Course Code:</b> TIMK11	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Dean Nov 5, 2021	<b>Disciplinary domain:</b> Technology (75%) and social sciences (25%)
<b>Revised by:</b> Director of Education Sep 8, 2022	<b>Subject group:</b> IE1
<b>Valid From:</b> Jan 1, 2023	<b>Specialised in:</b> G1F
<b>Version:</b> 3	<b>Main field of study:</b> Industrial Engineering and Management

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### Type of instruction

The teaching is normally conducted in Swedish, but can occasionally be in English.

### Prerequisites

### Examination and grades

The course is graded 5,4,3 or Fail.

Registration of examination:

Name of the Test	Value	Grading
Examination	2 credits	5/4/3/U
Project work	2.5 credits	5/4/3/U
Seminars/Assignments	3 credits	U/G

### Course literature