



## COURSE SYLLABUS

# Industrial Marketing and Purchasing, 7.5 credits

*Industriell marknadsföring och inköp, 7,5 högskolepoäng*

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<b>Course Code:</b>	TIMS22	<b>Education Cycle:</b>	Second-cycle level
<b>Confirmed by:</b>	Dean Mar 1, 2021	<b>Disciplinary domain:</b>	Technology
<b>Valid From:</b>	Aug 1, 2021	<b>Subject group:</b>	IE1
<b>Version:</b>	1	<b>Specialised in:</b>	A1N
		<b>Main field of study:</b>	Industrial Engineering and Management

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### Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate knowledge and understanding of Industrial Marketing and Purchasing, which implies comprehensive knowledge of concepts, methods and models, and current research.
- display deeper understanding for how networks, strategy and functions and individuals interact and which impact this has for product realization

Skills and abilities

- demonstrate ability to adopt different perspectives and identify and discuss complex issues in the industrial marketing and purchasing fields.
- demonstrate ability to discuss products and processes in the context of industrial marketing and purchasing that meet the needs of stakeholders.
- demonstrate ability to, orally and in writing, present and discuss together with different groups the results and knowledge underpinning the arguments presented.

Judgement and approach

- demonstrate ability to evaluate the value that is created for the customer from a sustainability perspective in the industrial marketing and purchasing context.
- demonstrate the ability to work in different group settings and to identify the need for further knowledge and continuously develop one's competence.

### Contents

The course provides in-depth knowledge and skills in Industrial Marketing and Purchasing. The main focus is put on cross-functional cooperation between people, functions and companies for a competitive product realization and a sustainable business.

The course includes the following elements:

- Connection between Industrial Marketing and Purchasing and the rest of the organization
- The importance of network for Industrial Marketing and Purchasing

- From product to service: to create customer value through differentiation
- Entrepreneurial approach to product realization from an Industrial Marketing and Purchasing perspective as well as based on Design Thinking
- Strategic Industrial Marketing and Purchasing
- Products, services, business offerings and price setting
- Organizational Buying Behavior, sales allocations, and methods for collecting and analyzing market information

### **Type of instruction**

Lectures, seminars and tutorials.

The teaching is conducted in English.

### **Prerequisites**

Passed courses comprising at least 150 credits in the program and completed courses including Logistics 7,5 credits and Industrial Management 7,5 credits (or equivalent).

### **Examination and grades**

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

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

<b>Name of the Test</b>	<b>Value</b>	<b>Grading</b>
Individual Report	3.5 credits	5/4/3/U
Project Work	2 credits	U/G
Seminars	2 credits	U/G

### **Course literature**

The literature list for the course will be provided 8 weeks before the course starts.

Research articles and book chapters distributed during the course