



COURSE SYLLABUS

Classics in Marketing, 3 credits

Classics in Marketing, 3 högskolepoäng

Course Code: FJCM37	Education Cycle: Third-cycle level
Confirmed by: Jan 1, 2017	Research subject: Business Administration
Valid From: Jan 1, 2017	
Version: 1	
Reg number: 2016/1104-41	

Purpose

The purpose of the course is to provide an overview of how theory in marketing has evolved over time. The course also aims to introduce participants to key authors and important concepts and theories relating to both consumer behavior and industrial marketing.

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. Demonstrate a broad knowledge of the theoretical foundations of industrial and consumer marketing.
2. Describe the fundamental developments and perspectives in Marketing.
3. Demonstrate an ability to identify the strengths and weaknesses of the various theoretical approaches.

Skills and abilities

4. Demonstrate the ability to engage in scholarly presentations, analyses and discussions within the field of Marketing thought.
5. Demonstrate the ability develop a paper that addresses issues raised by these changes in perspective.

Judgement and approach

6. Critically evaluate key contributions to the literature and demonstrate deeper insight into the potentials and limitations of the various marketing perspectives.
7. Critically analyze the relevance and contributions of contemporary perspectives within marketing.

Contents

The course covers the following content:

1. Core Classics in marketing that provide foundational marketing principles.
2. Focus on subsequent theoretical developments.
3. "New classics" which have impacted Marketing thought and how they have impacted current

perspectives within Marketing

Type of instruction

Discussion seminars led by doctoral students and instructors. Readings, preparations, and presentations in groups or individually.

The teaching is conducted in English.

Prerequisites

Admitted to a doctoral programme in business administration or a related subject of a recognized business school or university.

Examination and grades

The course is graded Fail (U) or Pass (G).

Written hand-ins and/or presentations and a final course paper. Attendance and active participation during seminars. The grades are 'pass' or 'fail'

The course will be examined in the following way:

- Written assignments fulfill ILOs 1, 2, 3, 5, 6, 7
- Active participation in discussions fulfill ILOs 1, 3, 4, 6,

Course evaluation

A course evaluation will be conducted at the end of the course.