

COURSE SYLLABUS

Doctoral course: Classics in Marketing, 3 credit points

Course code:
Reviewed by: RFB
Approved by: RFB?
Valid as of: 2014-09-30
Version: I
Reference number:

Education Cycle: Third cycle, doctoral program course
Doctoral programme subject: Business Administration

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:

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.

Content:

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/Teaching format:

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

Prerequisites:

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

Examination and grades:

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.

Literature:

See separate literature list.