



APPLIES TO ACADEMIC YEAR 2010/2011

GRA 8048 Marketing

Programme

Executive Master of Business Administration (EMBA) Program

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

5

Language of instruction

English

Introduction

Business is not a business if it can't stay in business. It can't stay in business if it doesn't attract and hold enough solvent customers – now matter how efficiently it operates. Marketing is about getting and keeping the right customers."

Professor Ted Levitt, Harvard Business School Emeritus

Objective

This EMBA courses in marketing aims at giving the participant an overview and an understanding of central marketing perspectives, concepts and tools.

Prerequisites

Compulsory reading

Books:

Kotler, Philip and Kevin Lane Keller. 2009. Marketing management. 13th ed. Upper Saddle River, N.J.: Pearson Prentice Hall

Recommended reading

Course outline

This course will introduce you to basic marketing problems and perspectives and the contexts in which they arise. It will help you to develop an ability to structure and analyze such problems, and provide the appropriate tools and concepts for solving them. Founded in the customer equity management tradition, the course will concentrate on marketing topics which will help the marketing manager to attract and keep the right profitable customers as a means to enhance the firm's share holder value.

Computer-based tools

Course structure

An important component of the course will be case discussions. Cases are detailed descriptions of actual marketing situations which call for careful analysis and debate to develop and specify a resolution of the identified problems. The cases for this course have been selected to provide perspectives on a variety of issues facing the CEO and VP Marketing.

For two of the cases students will be required to submit written analysis. For all cases, students must be prepared to discuss and offer a viable solution to the problem at hand.

Cases will be graded on the basis of three criteria: the appropriateness of the proposed solution, use of relevant marketing concepts, and the quality of the supporting arguments.

Examination

Your final grade is a composition of the following evaluation forms:

40% - classroom contribution (individual)

30% - group presentation (team)

30% - one written case report (team).

Examination code(s)

GRA 80481. The course is a part of a full Executive Master of Business Administration Program and all evaluations must be passed to obtain a certificate for the degree.

Examination support materials**Re-sit examination**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Additional information