

SLUkurs

Syllabus

PNS0091 Marketing Classics, 7.5 credits

Syllabus approved

2012-01-12

Subjects

Economy

Education cycle

Third cycle

Grading scale

Pass / Failed

The requirements for attaining different grades are described in the course assessment criteria which are contained in a supplement to the course syllabus. Current information on assessment criteria shall be made available at the start of the course.

Language

English

Prior knowledge

Admitted as PhD student in Business Studies

Objective, including learning outcomes

The learning objective of this course is related to providing an overview of academic classical marketing perspectives. After the course the students should be able to:
-present epistemological development in the marketing subject

- explain the grounds for their own perspectives in marketing research and
- demonstrate the ability to discuss interdependencies between practical marketing and the development of theories in marketing.

Content

Lectures and seminars at the Department of Economics, SLU, approximately 20 hours. Own work, approximately 160 hours. In total approximately 180 hours.

Requirements for examination

Documented active participation in the lecture-seminars, which means writing analytical notes in preparation for each seminar. Each PhD student writes up a course paper in which the course literature (and additional literature) is used to position the student's own research project area.

Additional information

Subjects of this course are: Business Management and Marketing.
The grades given are Pass/Fail.

Responsible department

Department of Economics