

Course Syllabus

Marketing A 7.5 Credits, First Cycle

Learning Outcomes

Course Content Assessment

Grades

The grading scale used for the final course grade is U–VG.

Grades are reported as follows:

- Basic Concepts - 2.5 Credits | U–VG
- Market determinants and Marketing Strategies - 5 Credits | U–G

Prerequisites

General entry requirements

Other Information

This course cannot be counted towards the same degree along with courses that have equivalent content.

If the student has received a decision/recommendation granting study support from Dalarna University because of a disability, then the examiner has the right to offer an alternative examination arrangement. The examiner takes into account the objectives in the course syllabus when deciding whether the examination can be adapted in accordance with the decision/recommendation.

Subject:

Business Administration and Management

This course can be included in the following main field(s) of study:

1. Business Administration and Management

Progression Indicator within (each) main field of study:

1. G1N



Approved:

Approved 26 January 2023

Valid from 11 April 2023