

## Advanced Marketing (Advanced study course in business administration)

Title	Advanced Marketing (Advanced study course in business administration)
Semester	E2023
Master programme in	Virksomhedsstudier / Virksomhedsledelse / Business Administration and Leadership / Virksomhedsledelse
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at <a href="http://ruc.dk">ruc.dk</a>

### REGISTRATION AND STUDY ADMINISTRATIVE

Registration	<p>You register for activities through <a href="#">stads selvbetjening</a> during the announced registration period, which you can see on the <a href="#">Study administration homepage</a>.</p> <p>When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Number of participants	
ECTS	5
Responsible for the activity	Fuad Mehraliyev ( <a href="mailto:fuadm@ruc.dk">fuadm@ruc.dk</a> )
Head of study	Mette Apollo Rasmussen ( <a href="mailto:apollo@ruc.dk">apollo@ruc.dk</a> )
Teachers	
Study administration	ISE Registration & Exams ( <a href="mailto:ise-exams@ruc.dk">ise-exams@ruc.dk</a> )
Exam code(s)	U60278GB

### ACADEMIC CONTENT

Overall objective	<p>Advanced study course in business administration.</p> <p>Via the course, students gain insight into advanced marketing theory and practice. Within a defined area such as digital marketing or experience</p>
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	marketing, the course introduces students to relevant marketing theory at a high level, and provides them with concrete tools that can be applied in relation to marketing tasks in organisations or companies.
Detailed description of content	<p>This course builds upon foundational knowledge provided at undergraduate level and assists students to gain critical insights and broader perspective into marketing theories, concepts, concrete tools, and technologies used in marketing research and practice. The course places emphasis on both fundamental topics and recent trends such as digital marketing,</p> <p>Some of the themes covered in this course include customer behavior and experience, data analytics and insights, marketing strategy, and marketing metrics, amongst others. The course will cover aspects related to both the supply and demand sides of marketing.</p> <p>Teaching consists of ten interactive lectures. During the lectures, students are expected to actively participate in discussions, and partake in group work and other learning activities.</p>
Course material and Reading list	Rsearch articles will be used as the main learning materials.
Overall plan and expected work effort	The course is equivalent to 5 ECTS – that is 135 student working hours covering the following activities: Lectures in class: 20 hours Other activities (exercises etc.): 5 hours Preparation: 62 hours Exam: 48 hours Hours in total 135 hours
Format	Campus
Evaluation and feedback	The activity is evaluated regularly within the study board evaluation procedure. The activity responsible will be informed about a potential evaluation of the activity at semester start. See link to the study board evaluation praxis here <a href="https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/">https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/</a>
Programme	See moodle.
<b>ASSESSMENT</b>	
Overall learning outcomes	<ul style="list-style-type: none"> <li>Students acquire knowledge and insights that enable them to identify, analyse, explain and apply relevant marketing theory. By working with concrete tools in relation to specific business examples, students also gain the competence and skills to select and use relevant marketing tools in practical contexts. Finally, students acquire the competence to reflect critically on marketing theory and tools in different contexts.</li> </ul>
Form of examination	<p>Oral group exam based on a product written by a group.</p> <p>Permitted group size: 2-6 students.</p>

The character limit of the written product is:  
 For 2 students: maximum 14,400 characters, including spaces.  
 For 3 students: maximum 14,400 characters, including spaces.  
 For 4 students: maximum 14,400 characters, including spaces.  
 For 5 students: maximum 14,400 characters, including spaces.  
 For 6 students: maximum 14,400 characters, including spaces.  
 The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.

Time allowed for exam including time used for assessment is for:  
 2 students: 30 minutes.  
 3 students: 35 minutes.  
 4 students: 40 minutes.  
 5 students: 45 minutes.  
 6 students: 50 minutes.

The assessment is individual and based on the student's individual performance.  
 The assessment is an overall assessment of the written product(s) and the subsequent oral examination..

Permitted support and preparation materials at the oral exam: All.

Assessment: 7-point grading scale.  
 Moderation: Internal co-assessor.

Form of Re-examination

Samme som ordinær eksamen / same form as ordinary exam

Type of examination in special cases

Examination and assessment criteria

Assessment criteria: • Knowledge, application, and critical analysis of relevant concepts and theories • Knowledge, application, and critical analysis of relevant tools, techniques and technologies • Development of a relevant marketing strategy and recommendations • Presentation and defense of the final product

Exam code(s)

Exam code(s) : U60278GB

Course days:

Hold: 1

## Advanced Marketing (BAL, VL)

time 11-09-2023 14:15 til  
 11-09-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 18-09-2023 14:15 til  
18-09-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 25-09-2023 14:15 til  
25-09-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 02-10-2023 14:15 til  
02-10-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 09-10-2023 14:15 til  
09-10-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 16-10-2023 14:15 til  
16-10-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 23-10-2023 14:15 til  
23-10-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 30-10-2023 14:15 til  
30-10-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 06-11-2023 14:15 til  
06-11-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing (BAL, VL)

time 13-11-2023 14:15 til  
13-11-2023 16:00

location 07.1-008 - undervisningslokale (60)

Teacher Fuad Mehraliyev ( fuadm@ruc.dk )

## Advanced Marketing - Submission of assignment

time 04-01-2024 10:00 til  
04-01-2024 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

## Advanced Marketing - Oral exam

time	08-01-2024 08:15 til 10-01-2024 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

## Advanced Marketing - Resubmission of assignment

time	14-02-2024 10:00 til 14-02-2024 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

## Advanced Marketing - Oral reexam

time	21-02-2024 08:15 til 21-02-2024 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt