**Course-specific competences**

Course code: FEV18AF201

Course name: Advanced marketing

**Competences** **Criteria for Assessment**

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|  | 1 | 3 | 5 |
| Different tools in digital marketing | Students have basic knowledge about digital marketing tools | Students have good knowledge of digital tools in marketing | Students have in-depth knowledge of digital tools in marketing |
| Service and relationship marketing | Student have a general picture of service and relationship marketing | Students have a good knowledge about service and relationship marketing | Students have an in-depth understanding of service and relationship marketing |
| Customer relationships and their importance for profitability (CRM) | Knows the importance of the customer relationship for profitability | Good understanding of customer relationship management and can analyze the profitability of different customers | Have in-depth knowledge about customer relationship management and can analyze the profitability of different customers |
| Strategies, sales forecasts and calculations needed in marketing | Know the benefits of sales forecasts and calculations needed in marketing | Can make basic sales forecasts and calculations needed in marketing | Can make more advanced sales forecasts and calculations needed in marketing |