



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

2FE033 Cases in Marketing Strategy, 7,5 högskolepoäng
Cases in Marketing Strategy, 7.5 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Grundnivå

Fördjupning

G2F

Fastställande

Fastställd av Organisationskommittén 2009-06-29

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

In order to be admitted to the course, students are required to have 67,5 higher education credits in Business Administration, including 2FE024 Marketing Strategy, 7,5 higher education credits and basic marketing courses.

Förväntade studieresultat

Upon the completion of this course the students will

be able to apply

- adapting marketing strategies to local condition analysis and interpretation of cases in marketing strategy

understand

- the institutional context for marketing
- competitiveness in a global and regional context
- marketing strategy in practice

Innehåll

The module consists of

- Theoretical perspectives on adapting marketing strategies to local condition
- Institutional context for marketing

- Globalization vs. regionalization, issues about competitiveness
- Marketing, challenges and trends
- The analysis and interpretation of cases in marketing strategy to get a more profound understanding of market-ing strategy in practice

Undervisningsformer

Literature studies, lectures, project work and case seminars

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

Seminar papers

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Kursvärdering

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

Kurslitteratur och övriga läromedel

Litterature list

Kerin, R & Peterson, R. *Strategic Marketing Problems*, 11 ed, Pearson, Pren-tice Hall, New Jersey, latest edition. 702 pages.