



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

2FE10E Strategic Marketing, 30 högskolepoäng
Strategic Marketing, 30 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Grundnivå

Fördjupning

G2E

Fastställande

Fastställd av Organisationskommittén 2009-06-29

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

To be admitted to the Full-Semester Course in Strategic Marketing students are required to have a minimum of two years of successfully completed full-time studies at university level (120 higher education credits) of which one year (60 higher education credits) should be devoted to full-time studies in Business Administration, including basic marketing courses.

Förväntade studieresultat

Module 1. Marketing Strategy, 7,5 higher education credits

On the completion of this module the students shall

have broad knowledge of

- how marketing and strategy interact
- traditional strategic marketing theories
- alternative approaches to marketing strategy
- financial aspects on strategy

be able to apply

- the analysis of consequences of chosen strategy for marketing in general

Understand

- how strategies emerge
- how strategies are planned
- how internal and external dimensions affect strategy
- how strategy activities drive costs and revenues

Module 2: Research Methodology in Business Administration, 7,5 higher education credits

On the completion of this module the student will have:

- Acquired basic knowledge of qualitative and quantitative methods and their use on concrete problems within business administration studies
- Ability to problematize concrete problems, using their theoretical knowledge and knowledge of existing research within business administration studies
- Ability to apply their knowledge of theories and existing research within business administration studies when assessing and discussing other's research
- Acquired knowledge of completing advanced academic texts

Module 3. Independent Project (Degree Project), 15 higher education credits

On the completion of this module the students shall

Be able to apply

- the formulation of a research question related to the theme of the course
- develop a research methodology to answer the research question
- Collect data
- Interpret/analyze data
- Draw conclusions about the research question based on the study

Understand

- The limits of our possibility to understand
- The possibility to use limited understanding as a sound basis for action

Innehåll

Module 1: Marketing Strategy, 7,5 higher education credits

In this module, students will get a broad overview of the field of Marketing Strategy. The purpose of the course is to give students an understanding of how marketing and strategy in-teracts, to introduce different perspectives on the strategy field and to introduce students to contemporary strategy research.

Module 2: Research Methodology in Business Admini-stration, 7,5 higher education credits

The course introduces key issues and perspectives of the re-search process, by focusing on theory of science and method-ology:

- Introduction to the research process and research methods in Business Administration
- Introduction to different scientific basic assumptions about knowledge production and different research perspec-tives
- Implications for practical research depending on basic assupmtions about knowledge production
- Formulation of a research question
- Evaluation criteria
- Access to empirical material
- Different ways to analysing and interpreting qualitative and quantitative data
- Different ways of writing conclusions and results

- Research ethics
- Discussing and evaluating a thesis
- Use of references

Module 3. Independent Project (Degree Project), 15 higher education credits

- Researching a phenomena
- Formulating a research question
- Designing a study to answer the research question
- Making the study
- Writing a thesis about the study

Undervisningsformer

Module 1. Marketing Strategy, 7,5 higher education credits

Literature studies, lectures, project work and case seminars

Module 2. Research Methodology in Business Administration, 7,5 higher education credits

The teaching consists of lectures and seminars

Module 3. Independent Project (Degree Project), 15 higher education credits

Tutoring, seminars

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

Module 1. Marketing Strategy, 7,5 higher education credits

Written exam, seminar papers

Module 2. Research Methodology in Business Administration, 7,5 higher education credits

This course is examined by a written assignment and a mid-term literature test (so-called "dugga").

Module 3. Independent Project (Degree Project), 15 higher education credits

Thesis, written and oral opposition

A retest will be offered a few weeks after the original written test for students who have not successfully passed the original test. At least 5 tests will be offered.

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.

Överlappning

Module 1: 2FE024

Module 2: 2FE006

Kurslitteratur och övriga läromedel

Module 1: Marketing Strategy

See the syllabus for 2FE024.

Module 2: Extended Research Methodology

See syllabus for 2FE006.