



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE935 International Cases on Marketing Strategy, 7,5
högskolepoäng

International Cases on Marketing Strategy, 7.5 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G1F

Date of Ratification

Approved 2025-01-20.

The course syllabus is valid from autumn semester 2025.

Prerequisites

Marketing 7.5 credits and English 6, or equivalent.

Objectives

After completing this course the student should be able to:

- evaluate marketing decisions, including decisions to create a marketing mix
- analyse and problematise insights into how differences in economic, cultural, social, political, and legal environments can affect marketing decisions
- demonstrate knowledge of and discuss contemporary issues in marketing and the unique challenges faced by marketing managers in a dynamic business environment.

Content

The course contains:

- introduction to "five forces industry analysis"
- competition; market positioning; strategic planning
- competitive advantage; diversification; strategy formulation
- international marketing; marketing strategy

Type of Instruction

Teaching is carried out as distance learning via a learning platform and consists of self-studies based on instructions from the course coordinator. The teaching consists of participation in web-based group discussions and guided studies. The course requires access to a computer with internet connection and a webcam.

Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through an individual oral examination (3.5 credits) and an individual written examination (4 credits).

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Additional study material

Scientific articles and cases. About 100–150 pages.

Porter, M. E. (2008). 'The Five Competitive Forces That Shape Strategy.' Harvard Business Review.

Selected international marketing cases from Harvard Business School Publications and The Case Centre.