



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2FE024 Marketing Strategy, 7,5 högskolepoäng
Marketing Strategy, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

Prerequisites

Business Administration 1-60 higher education credits including a course in Basic Marketing, 7,5 higher education credits

Expected learning outcomes

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

Content

- Business strategy
- Segmentation
- Commitment
- Competitiveness
- Life cycles
- Product development
- Product and production systems
- Outsourcing
- Marketing channels
- Marketing communication
- Branding
- Positioning of business
- Corporate strategy

Type of Instruction

Lectures, open ended cases

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The examination is based on written reports, active participation in seminars and written examination.

A retest will be offered a few weeks after the original 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.

Course Evaluation

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.

Required Reading and Additional Study Material

Required reading

Johnson, G, Scholes, K and Whittington, R, Exploring Corporate Strategy – text & cases, Prentice Hall, latest edition, 878 pages

Articles