



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 the Board of the School of Business and Economics 2009-06-17

Revised 2010-06-24. Revision due to translation into Swedish and a clarification regarding the grading (standardization of the text).

The course syllabus is valid from spring semester 2011

Prerequisites

Business Administration 1-60 credits including a course in Basic Marketing 7.5 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 productions 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.

Results are graded using one of the terms Passed with distinction (80% -100%), Pass (60%-79%) or Fail (0%-59%), and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

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