



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

2FE024 Marketing Strategy, 7,5 högskolepoäng

2FE024 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 2009-06-17

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

**Prerequisites**

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

## Objectives

After the finished course the student is expected to be able to:

- Explain how marketing and strategy interact.
- Describe traditional strategic marketing theories.
- Recognize alternative approaches to marketing strategy.
- Be able to analyze of consequences of chosen strategy for marketing in general
- Describe how a company's strategy is planned
- Evaluate how a company's strategy has emerged.
- Appraise how internal and external dimensions affect strategy.

## Content

- Business strategy
- Positioning of business
- Corporate strategy
- Strategic change

- Innovation and entrepreneurship
- Strategic capability
- Strategic purpose

## Type of Instruction

Lectures, seminars

## Examination

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

The examination is based on written paper and written examination.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

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, Whittington, R and, Scholes, K, Exploring Strategy – text & cases, Prentice Hall, latest edition, 773 pages

Articles, 300 pages