Linnæus University

Course syllabus

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

2FE033 Cases in Marketing Strategy, 7,5 högskolepoäng
Cases in 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 2009-06-29

The course syllabus is valid from spring semester 2010

Prerequisites
In order to be admitted to the course, students are required to have 67,5 higher education credits in Business Administration, including 2FE024 Marketing Strategy, 7,5 higher education credits and basic marketing courses.

Expected learning outcomes
Upon the completion of this course the students will

be able to apply

- adapting marketing strategies to local condition analysis and interpretation of cases in marketing strategy

understand

- the institutional context for marketing
- competitiveness in a global and regional context
- marketing strategy in practice

Content
The module consists of

- Theoretical perspectives on adapting marketing strate-gies to local condition
- Institutional context for marketing

- Globalization vs. regionalization, issues about competitiveness
- Marketing, challenges and trends
- The analysis and interpretation of cases in marketing strategy to get a more profound understanding of market-ing strategy in practice

Type of Instruction
Literature studies, lectures, project work and case seminars

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

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
Litterature list
Kerin, R & Peterson, R. *Strategic Marketing Problems*, 11 ed, Pearson, Pren-tice Hall, New Jersey, latest edition. 702 pages.