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 the Board of the School of Business and Economics 2009-06-29

Revised 2012-10-30. Revision due to changes to active verbs for objectives, changed content and type of instruction. In addition, minor additions of the prerequisites.

The course syllabus is valid from spring semester 2013

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 (or equivalent) and basic marketing courses.

Objectives
After finished course the student is expected to:

- Adapt marketing strategies to local conditions
- Judge competitiveness in a global and regional context
- Plan marketing strategy in practice

Content

- Theoretical perspectives on adapting marketing strategies to local conditions
- Marketing, challenges and trends
- The analysis and interpretation of cases in strategy in order to develop the understanding of strategy in practice

Type of Instruction
Lectures and seminars.

Examination

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

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. 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 course evaluation is carried out and compiled in a report, which is archived at the institution. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of insuring continued quality development.

Required Reading and Additional Study Material

Litterature list

Johnson, G., Whittington, R. & Scholes, K. *Exploring Strategy – text & cases*, Prentice Hall. Latest edition, 773 pages

Scientific articles, 200 pages