



Course syllabus

School of Business and Economics
Department of Marketing

2FE131 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 School of Business and Economics 2014-11-27

The course syllabus is valid from autumn semester 2015

Prerequisites

Business Administration 60 credits including basic marketing 7.5 credits, and English B/English 6, or the equivalent.

Objectives

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

- explain how marketing and strategy interact
- describe traditional strategic marketing theories
- 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

The course contains:

- business strategy
- positioning of business
- strategic change
- innovation and entrepreneurship
- strategic capability
- strategic purpose

Type of Instruction

Lectures and seminars. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The examination consists of written examination and written paper.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. 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 ensuring continuous quality development.

Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps 2FE024, 2FE079:3, 2FE048:3, 2FE043:1 and 2FE10E:1 with 100 % each.

Required Reading and Additional Study Material

Required reading

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

Scientific articles. 300 pages.