



Course syllabus

School of Business and Economics

Department of Marketing

2FE132 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 School of Business and Economics 2014-11-27

The course syllabus is valid from autumn semester 2015

Prerequisites

Business Administration 67.5 credits including Marketing Strategy 7.5 credits and 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:

- adapt marketing strategies to local conditions
- judge competitiveness in a global and regional context
- plan marketing strategy in practice

Content

The course contains:

- 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. Obligatory parts are stated in the schedule.

Examination

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

The course is examined through seminar papers.

The grade A constitutes the highest grade on the scale and the minimum grade is F.

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

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 2FE079:4, 2FE033 and 2FE043:3 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. 200 pages.