



Course syllabus

Organisational Committee

Department of Marketing and Tourism Studies

4FE410 Business Administration IV - Marketing Strategies for International Growth, 7,5 högskolepoäng

4FE410 Business Administration IV - Marketing Strategies for International Growth, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2009-06-15

Revised 2022-12-05 by School of Business and Economics. Change of department
The course syllabus is valid from spring semester 2023

Prerequisites

Special eligibility: Bachelor in Business Administration, with at least 22,5 ECTS in Marketing and 15 ECTS worth independent thesis/research report.

Objectives

After completing this course the student should be able to:

- understand the competitive forces of an industry
- use industry analysis to forecast competition and profitability of an industry
- understand the nature, types and sources of competitive advantage
- understand how resources and capabilities is a basis for formulating strategy
- analyze a business strategy to establish sustainable competitive advantage
- understand the role of management systems in coordinating and controlling the multi-business corporation
- analyze the fit between a firm's corporate strategy, organizational structure and management systems

Content

The overall purpose of the course is to enhance the students' management potential in developing marketing strategies. The students will acquire familiarity with the principal concepts, frameworks, and techniques related with the formulation and realization of marketing strategies.

To accomplish the overall purpose, i.e., to develop managerial capability to formulate and realize marketing strategies, the students will be introduced to principle concept, frameworks and techniques of marketing strategy. Furthermore, these capabilities will be created in a learning environment by using a wide range of case studies and real-life examples with 'real-life' managerial challenges. This will broaden your business perspective and enhance your insight by revealing the practical background to important theories. Describing, analyzing, recommending will be the key inference in developing marketing strategies.

Type of Instruction

The tuition consists of interactive classroom teaching, seminar exercises, case studies and group exercises. Participation in case study exercises, seminar exercises etc, is compulsory, as is the preparation for these.

Assessment of the student's performance is carried out by means of a written exam.

Examination

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

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

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

Obligatory literature

Grant, Robert M. (2002). *Contemporary Strategy Analysis: Concepts, Techniques, Applications* (4th edition). Blackwell Business.

Reference literature

A reference list will be provided with additional methodology literature of relevance for the master thesis.