



DEPARTMENT OF BUSINESS ADMINISTRATION

FEK201 Business Administration, Strategic Marketing Management, 7.5 credits

Företagsekonomi, Strategisk marknadsföring, 7,5 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Business Administration on 2019-09-10 and was last revised on 2020-02-25 to be valid from 2020-08-31, autumn semester of 2020.

Field of education: Social Sciences 100%

Department: Department of Business Administration

Position in the educational system

The course is offered as a freestanding course.

The course can be part of the following programmes: 1) European Studies Program (S1EUR), 2) Bachelor's Programme in Logistic management (S1LOG) and 3) Program in Environmental Social Science (S1SMI)

Main field of studies

Business Administration

Specialization

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Entry requirements

Admission to the course requires the student to have completed FEK101 Business Administration, Organization and Leadership, 7.5 credits, FEK102 Business Administration, Marketing, 7.5 credits, FEK103 Business Administration, Financial Accounting, 7.5 credits and FEK104 Business Administration, Management Accounting, 7.5 credits or FEG100 Business Administration 1, 30 credits, or equivalent.

Learning outcomes

On successful completion of the course the student will be able to:

1. Understand and evaluate scientific methods, relevant theoretical concepts, models and tools that are related to strategic marketing management.
2. Apply and communicate this understanding and use these scientific methods, concepts, models and tools in the strategic marketing management of companies and operations.

The qualitative targets for a Degree of Bachelor of Science are related to the course's intended learning outcomes.

Qualitative targets	Learning outcomes
<i>Knowledge and understanding</i>	1+2
<i>Competence and skills</i>	2
<i>Judgement and approach</i>	1

Course content

This course enables participants to acquire knowledge and skills related to decisions in strategic marketing management. The course deals with strategic marketing management processes in which the relevant environment and the market are interpreted as a basis for the formulation, evaluation and implementation of strategies. The basic assumption is that marketing strategies are important success factors in all human actions and, within the framework of a changed media landscape, the key to creating competitive edges. The course provides an array of models and tools (e.g. market plans) that can be used in decisions related to strategic marketing management.

The course aims to create the right conditions for participants to acquire and apply scientific methods, concepts and practices that are important in marketing strategy. They should also learn how all these are used in an array of different contexts. The course gives an insight into important marketing decisions in respect of balancing resources and marketing strategies with regard to the market's potential. Thus, the course stresses: the importance of applying theory when making decisions; and, the ability to develop critical thinking and skills in problem solving. The course takes up basic scientific methods, concepts and approaches in marketing that have developed in relation to social, cultural and economic changes in society.

Form of teaching

The course consists of lectures, seminars and exercises. The forms of the literature seminars, exercises and written examination paper are stated in study guides. Attendance at all examinations and seminars is compulsory.

Language of instruction: Swedish

Teaching in English may occur.

Assessment

Intended learning outcome 1 is examined via literature seminars and a scientific project report that is carried out in the form of a written examination paper.

Intended learning outcome 2 is examined via literature seminars, exercises and a scientific project report that is carried out in the form of a written examination paper.

An exam that does not meet the requirements for a pass grade can either be revised or be deemed to be of a quality that necessitates the writing of an entirely new exam. The maximum grade for a revised exam is Sufficient (E). If revision does not take place within the prescribed time, the exam will fail and a new examination can be done at the next time the course is given.

A student who does not participate in compulsory seminars and exercises needs to complete a special make-up assignment within the prescribed time.

Due to resource constraints, literature seminars and exercises can only be performed and assessed within the course dates.

If the student has been granted special educational support from the University of Gothenburg because of a disability, the examiner has the right to offer the student an adapted test.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

To pass the course, a student must receive a passing grade on all intended learning outcomes. This means a passing grade (A-E) on the written examination paper and Pass (G) for literature seminars and exercises. Compulsory elements must also be fulfilled. The course grade (A-F) is based on the individual exam.

Grade (Definition) Characteristic:

A (Excellent) A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (Fail) The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale UG (Fail/Pass).

Course evaluation

A course evaluation is conducted anonymously either digitally via the course website or via a written questionnaire handed out at the last scheduled meeting of the course or in connection with the exam. The results of the evaluation are to be communicated to students via the course committee and course website.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.