



HÖGSKOLAN I GÄVLE

Strategic Marketing C 7.5cr

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Set by Faculty of Education and Business Studies

Version

Set at	Valid from
2/11/13	HT2013
11/9/16	HT2016

Level	G2F
Education level	First cycle
Course identifier	FEG341
Credits	7.5cr
Main field of study	Business Administration
Subject group	Business Administration
Disciplinary domain	Social sciences 100.0%

Learning outcomes After the course the student should be able to:

Knowledge and understanding:

- describe and explain different strategic marketing concepts based on up to date research.
- describe marketing challenges based on environmental challenges
- recognize the field and foundations of strategic marketing theories
- demonstrate methodological knowledge in the strategic marketing field

Competence and skills:

- From a managerial perspective identify and solve strategic marketing problems based on limited information from real organizational contexts.
- communicate analyses and suggested solutions of strategic marketing problems based on different strategic marketing theories both in written form and verbally aiming at professional business contexts.
- identify, formulate and deal with managerial challenges both individually and in groups within the field of marketing strategy.

Judgement and approach:

- critically evaluate and apply different perspectives on strategic marketing problems
- maintain a creative and critical stance to the methods and traditions within the field of strategic marketing
- show an ability to maintain ethical considerations in strategic marketing decision making.

Course content

The course has three parts.

One part deals with identifying and analyzing strategic marketing problems based on limited information from an organization. The task is to apply different strategic marketing ideas in the analysis and to identify and suggest solutions to problems.

Another part is about presenting business cases in a convincing and understandable manner. The task is to present a strategic marketing analysis and suggestions of solutions professionally. The students will practice by doing presentations both individually and in groups and they are being offered individual and group coaching and feedback based on the performance throughout the course. Different rhetorical models and presentation techniques are tested.

The third part is about critically examining different strategic marketing theories. The task is to identify up to date research on strategic marketing and to use this in the analyses.

Teaching

This course consists of lectures, seminars, practical exercises and tutoring.

Prerequisites

Marketing G1N (7,5 credits) and G1F (7,5 credits).

Examination

Exams, written assignments, oral presentations and seminars.

Grade

A, B, C, D, E, Fx, F

Sustainable environment

A minor part of the course content deals with sustainable development.

Module

0010 Examination

7.5cr

Grade: AF