



Faculty of Economic Sciences, Communication and IT  
Business Administration

## Syllabus

### Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 10 September 2008, and is valid from the Autumn semester of 2008 at Karlstad University.

**Course Code:** FEGC02

**Marketing Strategies, 15.0 ECTS Credits**

**(Marketing Strategies, 15.0 Swedish credit points)**

**Degree Level:** Bachelor

**Progressive Specialisation:** G2F (First cycle, has at least 60 credits in first-cycle course/s as entry requirements)

### Language of Instruction

The language of instruction is English in the autumn semester and Swedish in the spring semester.

### Prerequisites

60 credits in Business Administration.

### Major Field of Study

FOA (Business Administration)

## Learning Outcomes

Having successfully completed this course, a student will be able to

- demonstrate in-depth knowledge in central areas of marketing, such as consumer behavior, competitive strategy and market communication
- identify and analyse strategic situations in business.

## Content and Form of Instruction

The course begins with an introduction in fundamental competitive theory, which lays the analytical foundation for the formulation of competitive strategies. Emphasis is placed upon the analysis of the nature of competition as well as upon how to formulate a successful market strategy in a given environment.

The section on consumer behavior focuses on analysing consumer's decision-making environment as well as factors which influence patterns of consumption and choice of product. These introductory parts of study provides the background for a subsequent section on market communication which covers theories and issues concerning advertising design, media selection, interplay among various means of competition, and assessment of the effects of advertising.

## Reading List

See separate document.

## Examination

Examination is in the form of individual and group assignments. Individual assignment include both seminar assignment in classes and a final examination. Group assignment relate to project work carried out in the various sections of the course. Groups that do not pass a case/an assignment will be given opportunity to hand in a revised version of the report. Participation in seminars is mandatory.

## Grades

One of the grades Pass with Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course. In order to pass the course, a degree of pass is required both on individual and on group based evaluations.

Examination based on this syllabus may be completed up to one year after the syllabus is replaced. Two examination opportunities are provided during the first academic year in which the course is not offered, and one in the second year.

## Quality Assurance

Goal-fulfilment and conditions for learning are monitored both during and after the course in order to ensure continuous improvement. Student views and experiences form part of the basis for evaluation, and are obtained by means of written evaluations and group discussions. Students will be informed of the results of the evaluation and of remedial measures, if any, to be taken. Two students will be assigned as contact students at the introduction of the course.

## Course Certificate

A course certificate will be provided upon request.

## Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.