



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Marketing Strategies

Course Code:	FEGC02
Course Title:	Marketing Strategies <i>Marketing Strategies</i>
Credits:	15
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-03-01, and is valid from the Autumn semester 2022 at Karlstad University.

Prerequisites

Business Administration 60 ECTS credits, with at least 30 ECTS credits at the G1F level or higher, or Industrial Engineering and Management 60 ECTS credits, including the courses IEGA06 Industrial Organisation (7.5 ECTS credits), IEGA07 Industrial Management Accounting (7.5 ECTS credits), IEGA05 Industrial Marketing (7.5 ECTS credits), and IEGA09 Corporate Finance (7.5 ECTS credits), plus upper secondary level English 6, or equivalent

Learning Outcomes

Upon completion of the course, students should be able to:

1. define, interpret, apply, and critically discuss central concept and phenomena related to marketing strategies,
2. give an account of, assess, and critically discuss current research related to marketing strategies,
3. identify and critically reflect upon implications of implementing different marketing strategies with reference to and support from theory and research results,
4. identify, evaluate, and assess legal and ethical factors related to marketing strategies with reference to and support from theory and research results,
5. search for, collect, assess, integrate, and present studies, market surveys, and market analyses in accordance with scientific principles, as a basis for the development of marketing strategies, and
6. produce and present reports in accordance with academic conventions.

Content

The course content is divided into two parallel components. One component is focused on central concepts and phenomena in the area of marketing strategies from a theoretical perspective, and the students study the course literature in depth and discuss it with each other. The other component is focused on practical application, and students apply their new theoretical knowledge on different cases of companies and other organisations in order to conduct market surveys, perform market analyses, and develop marketing strategies.

In the course, marketing strategies are described and discussed in relation to different perspectives. There is a special emphasis on the resources of companies, and their capacity in relation to internal and external environments, consumers, and brands. Discussions focus on central theories, concepts, methods, and models related to marketing strategies and how these are used in both research and practice. As an outcome of this, students are expected to learn how to describe, explain, categorise, and analyse marketing strategies and the practical work of developing marketing strategies.

Throughout the course, there is a focus on the significance of marketing strategies for the value-creation that takes

place in interaction between companies and their customers. A special emphasis is placed on ways in which the marketing strategies of a company can be developed based on market surveys. Moreover, the course examines marketing strategies and their implications for society, consumers, and companies from an ethical perspective.

Reading List

See separate document.

Examination

Assessment is based on written and oral group assignments, presented and discussed in mandatory seminars, and an individual written assignment which includes peer review of another student's work.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades

One of the grades Pass with Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

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