



**LUND**  
UNIVERSITY

School of Economics and Management

## **FEKG21, Business Administration: Strategic Marketing, 6 credits**

*Företagsekonomi: Strategisk marknadsföring, 6 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by on 2011-05-20 and was last revised on 2017-10-16 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2017-10-16, autumn semester 2017.

### **General Information**

The course is included in the second semester of studies in business administration, undergraduate level, 31-60 credits. The course can be studied within the Master of Science in Business and Economics, Bachelor Programme in Business Administration and Economics as well as a separate course.

*Language of instruction:* Swedish

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

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

### **Learning outcomes**

#### **Knowledge and understanding**

A passing grade will be awarded to students who:

- Have knowledge and understanding of marketing strategy theories and applicable methods.
- Have understanding of contemporary key research questions and topics in strategic marketing.
- Have understanding of the fundamental principles of new marketing trends, concepts and the underlying causes.

### **Competence and skills**

A passing grade will be awarded to students who:

- Demonstrate an ability to analyze current situations and implement new strategic approaches, processes and opportunities in practice.
- Are able to identify and structure practical and relevant problems that firms are encountering.
- Have an ability to communicate, discuss, solve problems in groups both in writing and orally.
- Demonstrate an ability to be able to work independently within a marketing environment.

### **Judgement and approach**

A passing grade will be awarded to students who:

- Are able to make assessments in regards to scientific, social and ethical aspects within the framework of the course.
- Are able to make qualified assessments and recommendations in regards to implementations of marketing strategies in practice.
- Develop an independent and critical thinking to new marketing trends and concepts.

### **Course content**

As an advanced course, students will develop their knowledge (understand, critically assess, analyse and plan) of contemporary marketing subjects or perspectives that are not included in traditional marketing. These perspectives are highly relevant in theory and in practice and are of a strategic management perspective where the entire organisation must be considered. A practical work case with a strong investigation-focus will give the participants an opportunity to develop their problem analysis and to constructively solve problems.

The content of the course is relevant and applicable to all forms of business administration regardless if the student will work with marketing or not. The content involves strategic aspects of marketing and marketing issues related to the entire organisation from top management to front employees. New methods and techniques must match and fit the organisation and the conditions of the market – thus we must understand and consider both advantages as well as limitations. The students will learn to independently follow, reflect and assess new research findings in international journal articles. The course has a high degree of practical emphasis by applying strategic marketing concepts and requires analytical skills.

Main course content themes includes:

Theoretical orientation within at least five topics

A practical case work study and the analysis of an organisation

To make a case investigation and report

During the course the participants will work with an advanced theme both in practice and in groups. Each group will develop a report including an action plan with a specific focus on one of the above principles that could be applicable and improve future aspects of an organisation, brand or a product.

## Course design

Teaching includes various formats such as lectures, seminars and group works.

A consult report for an organisation or brand will function as the “red thread” throughout the course and will connect various course content themes. Participants will be divided into project groups for the report. Together participants will work with the report analysis, interpretation and presentation in both writing and orally. The teaching activities are based on active participation and compulsory attendance is required at several occasions according to the course schedule. The course is available in Swedish, but English literatures may occur. The course requires an ability to work independently and in groups.

## Assessment

Examination is done both in writing and orally as well as individual or in groups. Assessment tasks are designed in order to reflect the extent to which the participant has assimilated the knowledge and skills according to the learning outcomes above.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. 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) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. 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 pass (D) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## **Entry requirements**

Student attending this course must have been registered on and followed either the course at basic level *Introductory Course in Business Administration* or equivalent.

## **Further information**

Transitional regulations and limitations in relation to another course regarding specific degree: The courses FEKG21, FEKG20, FEKB08 and FEKA16 (module 3 *Strategiska Samspel*) overlap. Only one can be a part of the same degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of every examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in FEKG21, Business Administration: Strategic Marketing

### Applies from H14

- 1401 Quiz, 2,0 hp  
Grading scale: Fail, Pass
- 1402 Project, 3,6 hp  
Grading scale: Fail, Pass
- 1403 Seminars, Compulsory Attendance, 0,2 hp  
Grading scale: Fail, Pass
- 1404 Guest Lectures, Compulsory Attendance, 0,2 hp  
Grading scale: Fail, Pass

### Applies from H13

- 1101 Quiz, 2,4 hp  
Grading scale: Fail, Pass
- 1102 Project, 3,6 hp  
Grading scale: Fail, Pass
- 1103 Seminars, Compulsory Attendance, 0,0 hp  
Grading scale: Fail, Pass
- 1104 Guest Lectures, Compulsory Attendance, 0,0 hp  
Grading scale: Fail, Pass