Strategic Marketing
Strategisk marknadsföring
7.5 Credits/högskolepoäng

Ladok code: SSM011
Version: 5
Valid from: Autumn 2011
Approved by The Teaching Committee: 2011-05-11
Replaces syllabus approved: 2008-06-19

Educational Area: Social Science
Subject Group: Business Administration (FE1)
Education Cycle: Basic level
Main field of study: Business Administration (FÖA)
Progressive specialization: GIF
Prerequisites: Passed Basic Marketing, 7.5 ECTS or equivalent
Grading: Grades used in the course are Passed with distinction, Passed and Fail

Learning Outcomes
Upon completion of the course, the student is expected to be able to
- Plan, organise and follow up the results of various marketing strategies
- Solve complex questions in connection with the design of new strategies
- Account for how companies should design their business design
- Question the reliability and underlying assumptions in the various predominant theories in the strategic area
- Analyse the strength of various trademarks
- Apply various methods of analysis in connection with competition analyses
- Describe the most important parts in various theory formations in the marketing area
- Design a marketing plan
- Develop routines for follow-ups of marketing plans
- Examine the realism and substance of marketing plans
- Account for how quality in a company’s range of services can be secured
- Account for the most important differences, from a management perspective, between a service company and a more product based company

Contents
- The need for strategic thinking in a company
- Strategic analysis
- Business intelligence
- Competitive analysis
- Planning, organising and following up marketing strategies
- Market planning
- The importance of the service companies in the global economy
- The special character of service companies when it comes to management and marketing
- The brand name’s importance to the competitiveness of service companies
- Integrated marketing
- Quality assurance in service companies

Forms of Tuition
Lectures and seminars. During the course, the student will meet a number of external lecturers that highlight the subject from their own experience and a more professions focused perspective. Tuition is conducted in Swedish or English. The literature is in English.
**Forms of Examination**
The course is examined through an individual written exam and the authorship of two written reports alongside the project group’s oral presentation of their two reports. In order to obtain the final grade “Passed” for the course, the student must pass the individual exam and the project group’s reports and oral presentations. In order to obtain the final grade “Passed with distinction” the student must pass the individual written exam with distinction. Student rights and obligations at examination are according to guidelines and rules for the University College of Borås.

**Literature and Other Teaching Means**
During the course, relevant articles are also used.

**Student Influence and Evaluation**
Student influence is based on a dialogue and a close cooperation between students and the teacher. It is carried out by the student being given the opportunity to evaluate the course contents and the way it is carried out, his/her own performance and the performance of participating teachers. The evaluation will be compiled and made public in accordance with the School’s regulations and will be the foundation for future course planning.

**Miscellaneous**
Mandatory parts of the course are presence at guest lectures and the project group’s oral presentations.