



Please note that this is not your admissions letter.

Welcome to University of Gävle and the Course Strategic Marketing 7, 5 credits for Distance students!

This course is full time between weeks 4-13, 2017. I, Ehsanul Huda Chowdhury, am your course coordinator. Contact me on e-mail first ehachy@hig.se or phone 026-64 8487 if you have any questions about this course.

[Syllabus](#)

Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at hig.se/newstudent

- 1 Collect Your Computer Account**

You can collect your computer account at webkonto.student.hig.se two week before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register in the Student Portal**

You must be registered on the course to attend lectures and to sit exams. You will lose your place on the course if you do not register in time. Please register for your course in the Student Portal at studentportal.hig.se

Period for self-registration in the Student Portal: 2017-01-16—2017-01-22
 Are you conditionally admitted? [This is what applies to you](#)
- 3 Log in to Blackboard**

The Blackboard platform is a web-based learning management system where you find your course material. The day after you registered in the Student Portal you can access your course in Blackboard. Log in via the Student Portal.

Course	Strategic marketing C 7,5 Cr Distance VT 2017
Course code	FEG341
Application Code	21147 and 21185
Faculty	Faculty of Education and Business Studies
Faculty secretary	
Contact Information	kurs-aue@hig.se

Course Description:

Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives. A marketing strategy is something that every single business; no matter how big or small, needs to have in place.

Strategic marketing uses a decision process perspective to examine the key concepts and issues involved in selecting marketing strategies. In present world, it is necessary to develop marketing strategies that extend beyond the traditional management focus on the marketing mix. The course is designed around the marketing strategy process with a clear emphasis on analysis, planning and implementation. So this course is considered to be an essential course to understand the inter-relationship between the business strategy and success of the organization in the market scenario. This course will definitely develop marketing skills, decision making capacity and expertise of the students.

The objective of this course is:

- To provide understanding of the importance of marketing strategies in present competitive world.
- To provide understanding of the strategies and practices that can affect the performance of a marketer in the national and global market.
- To develop the understanding of the importance of co-ordination between the marketing strategy and the consumer perception to develop an effective relationship by creating value nationally and globally.

Course Organisation

The course will be conducted online. Students are requested to go through the power point slides of the lectures that will be uploaded on Blackboard and discuss regarding the lectures via e-mail or pre-scheduled skype sessions. Moreover, students need to submit the individual home exams as well as individual assignments on article analysis and group assignment on real life case study as well literature review assignment on strategic marketing as part of the evaluation of the students for this course. The students also need to submit their home exams and other individual and group assignments on safe assign of Blackboard on time as per course schedule to receive grades.

Course literature:

Roger A. Kerin and Robert A. Paterson; *Strategic Marketing Problems – Cases and Comments*, Thirteenth Edition, Pearson, 2013, ISBN-13: 978-0-273-76894-4, ISBN-10: 0-273-76894-8.

Communication

The communication between students and teacher will be via pre-scheduled skype sessions as well as through e-mails and discussions on Blackboard. The course contents, schedules, lecture videos and other information will be uploaded in the Blackboard and all important announcements related to the course will be also on the Blackboard. Moreover, individual or group emails will be sent to the students' email accounts regarding important matters related to course.

Registration for Written Exams

Registration for exams as well as retakes via KronoX is mandatory. You can register no earlier than five weeks before and no later than ten days before the exam. Please note that no post-registrations will be accepted. If you are a distant education student and are unable to sit the exam at campus you can apply to sit the exam at another location. Applications must be submitted no later than three weeks prior to the exam. Contact your faculty for more information.

The University of Gävle is human-centred and develops the understanding of a sustainable living environment.

Course Evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your HiG e-mail address. Your answers in the course evaluation are very valuable and your comments will help us to improve and to develop the course for the next implementation. All students registered on the course will receive a course evaluation report where all answers are compiled.