



Please note that this is not your admissions letter.

Welcome to the University of Gävle and the Course Strategic Marketing, Advanced Undergraduate level, 7,5 credits!

This course is a half time course between weeks 35-44. Associate Professor Sarah Philipson, sarah.philipson@hig, is course coordinator and she and Assistant Professor Ehsanul Huda Chowdhury, Ehsanul.Chowdhury@hig.se, are your teachers. Contact Sarah on e-mail Sarah Philipson if you have questions concerning the content of the course. Contact Angelica Selin, angelica.selin@hig.se for any questions regarding registration and other administrative issues.

Syllabus and Schedule

- [Syllabus with course literature](#)
- [Course schedule](#)

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. Registration will be done manually by the department after course start, provided that you meet the specific requirements. 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
Course code	FEG341
Application Code	11185 & 11186
Faculty	Faculty of Education and Business Studies
Faculty secretary	Angelica Selin
Contact Information	Kurs-aue@hig.se

Course Organisation

The teachers are Associate Professor Dr Sarah Philipson Assistant Professor Dr Ehsanul Huda Chowdhury. Apart from the introductory lecture there be a two 2 hours lecture on the “classics” of marketing and three lectures introducing the textbook. You will write one case paper in groups of five students and one individual case paper. These papers will be presented in seminars with obligatory participation (for distance students trough Skype Business).

The group paper will give 3 ects credits and the individual paper 4 ects credits.

Communication

All general information is announced on Blackboard. You are expected to visit BB every day during the course. All communication with the teacher should be made using your student email. In group submissions, all concerned students email addresses should be in the email.

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.

Examination and Grading

This course does not contain any written exam, as the purpose is not to address specific issues, but has a broader perspective. The emphasis is in taking part in class discussion and developing ability to critically analyze marketing theories. The major elements of this course are divided into article discussions in the classrooms, seminars and report writing. Distribution of marks for different exam moments is as follows:

EXAMS Marks, Ects credits:

Group Case paper, 3 credits

Individual Case paper, 4 credits

TOTAL 7,5

For passing the course a student is required to get 50% marks in all the assignments separately, and a total average of at least 60%. All the scores from the papers will be added together for final grading. The following grades are offered in the course

Marks and Grading

90% marks = A

80% marks = B

70% marks = C

65% marks = D

60% marks = E

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50 - 60% = Fx

Below 50% = F

Case reports

The case reports should be some 7-10 pages each. They should be made according to the instructions in the textbook. In the paper arguments should be made based on the theory chapters of the textbook and the scientific articles in the course literature. All referencing should be done in Harvard/APA format. Instructions are given on BB.

Course Literature

Textbook

Kerin, R.A. & Peterson, R.A. (2013) *Strategic Marketing Problems*. 13th edition. London: Pearson.

Scientific articles

Grant, R.M. (1991). Porter's 'competitive advantage of nations': an assessment. *Strategic Management Journal*, 12(7), 535-548.

Grant, R.M. (1991). The resource-based theory of competitive advantage: implications for strategy formulation. *Knowledge and Strategy*, 33(3), 3-23.

Hart, J.A. & Kim, S. (2002). Explaining the Resurgence of U.S. Competitiveness: The Rise of Wintelism. *The Information Society*, 18(1), 1-12.

Hult, G.T.M., Hurley, R.F. & Knight, G.A. (2004). Innovativeness: Its antecedents and impact on business performance. *Industrial Marketing Management*, 33(5), 429-438.

Leonard-Barton, D. (1992). Core Capabilities and Core Rigidities: A paradox in Managing New Product Development. *Strategic Management Journal*, 13(2), 111-125.

Levinthal, D.A. & March, J.G. (1993). The myopia of learning. *Strategic Management Journal*, 14(S2), 95-112.

March, J.G. (1991). Exploration and Exploitation in Organizational Learning. *Organization Science*, 2(1), 71-87.

Porter, M. (1990) The Competitive Advantage of Nations, *Harvard Business Review*, 68(2), 73-93.

Porter, M. (1996). What is Strategy? *Harvard Business Review*, 74(6), 61-79.

Prahalad, C.K. & Hamel, G. (1990). The Core Competence of the Corporation. *Harvard Business Review*, 68(3), 79-91.

Teece, D.J., Pisano, G. & Shuen, A. (1997). Dynamic Capabilities and Strategic Management. *Strategic Management Journal*, 18(7), 509-533.

Teece, D.J. (2010). Alfred Chandler and "capabilities" theories of strategy and management. *Industrial and Corporate Change*, 19(2), 297-316.

Wernerfelt, B. (1984). A Resource-Based View of the Firm. *Strategic Marketing Journal*, 5(2), 1-11.

General Information

Library

The library is located in the middle of the campus and is open to everybody. Welcome to the library to activate your entrance card as a library card. You can reach all digital resources such as e-books and e-journals after logging in with your computer account. You can read more about the library services at hig.se/biblioteket

Campus

A map of the campus area is available at hig.se/newstudent

HIG Card

This card works as an entrance card and gives you access to doors and computer rooms. The card also works as a library card as well as a copy card. You can get the card at the reception desk at the Student Centre.

IT Support

This is where you turn if you encounter any problems regarding your computer account or any other IT related problems. The IT support is open for visits 09.00-15.00 in building 22, Monday to Friday. You can also contact them by telephone +46 (0)26 64 88 00 or email itsupport@hig.se

Course syllabus and Reading List

Find your syllabus at hig.se/syllabuses

Course Timetable

Registered students at the University of Gävle can find the course timetables in the Student Portal. If you are not registered, you may find course timetables through our online timetable search service at schema.hig.se

Student Accommodation

You need to apply for accommodation yourself. Please remember to do so in good time before your arrival. You can find information about how to apply for student accommodation at hig.se/newstudent

The Student Centre

At the Student Centre you will meet knowledgeable staff who can assist you in just about anything regarding your studies at the University of Gävle. The Student Centre is located in building 22. You can also find a café in the area and a TV display showing the daily timetabling. You can contact the Student Centre by email at studentcentrum@hig.se

Student support

Sometimes you need help to manage your studies and student life. At the University of Gävle we have several support functions to help you deal with various study-related situations, such as, for example, student health care and support for disabled students. For more information about student support at the University of Gävle, please visit hig.se/studiestod

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