



Please note that this is not the Notification of selection results.

## Welcome to the University of Gävle and the Faculty of Education and Business Studies

COURSE Strategic Marketing C 7.5 credits, distance  
IDENTIFYER FEG341  
APPLICATION CODE 21147 and 21193

COURSE PERIOD week 4-13

**SYLLABUS**  
**SCHEDULE**

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL **2016-01-18 - 2016-01-24**

TEACHER Dr Sarah Philipson, Ass. Professor  
CONTACT INFORMATION [sarah.philipson@hig.se](mailto:sarah.philipson@hig.se)  
FACULTY SECRETARY Angelica Selin  
CONTACT INFORMATION [kurs-aue@hig.se](mailto:kurs-aue@hig.se)

If you are registered and choose to discontinue your studies you have to report it in the Student Portal within three weeks from the course start. If you choose to discontinue your studies later than three weeks into the course you need to contact your faculty secretary.

### GET STARTED WITH YOUR STUDIES!

More information at [www.hig.se/newstudent](http://www.hig.se/newstudent)

#### 1 COMPUTER ACCOUNT

You can collect your computer account at [webkonto.student.hig.se](http://webkonto.student.hig.se) two weeks before the semester starts. Your computer account gives you access to the University web services.

#### 2 THE STUDENT PORTAL

Please register for your course through the Student Portal at [studentportal.hig.se](http://studentportal.hig.se)

#### 3 BLACKBOARD

The Blackboard platform is a web-based learning management system where you can find course material. Log in via the Student Portal, find your course and enroll.

Course ID in Bb FEG341.21147.21154.21193.21194.2016

Access code If needed an access code will be sent to you in a separate email.

Period for enrolling **2016-01-12 - 2016-01-24**

### Registration for exam

Registration for ordinary exams as well as re-examinations via KronoX is mandatory. You can register for exams five weeks before the exam date at the earliest and no later than ten days before the exam date. Please note that no post-registrations will be accepted. If you for some reason are unable to write the exam at campus, you can apply to write the exam at another location. The application must be submitted no later than three weeks prior to the exam date. Contact your faculty for more information.



## Course Organisation

The teacher is Dr Sarah Philipson, Ass. Professor.

The course consists of a few lectures, some seminars, where you shall present and discuss cases and an examining paper.

The course will be examined by two oral presentations, together 1 ects credit, a written examination 2 ects credits, and an individual paper 4,5 ects credits.

## Course Literature

### Cases

Kerin, R.A. & Peterson, R.A. *Strategic Marketing Problems*. (Latest international 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(?), 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*, ?(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. <http://doi.org/10.1093/icc/dtq008>

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

## Communication

Communication will be in class (campus students), through Skype (distance students), Blackboard and email. You must follow blackboard every day for updates. For distance students it is your responsibility to have a functioning access at your side and an echo-eliminating headset.

For all communication the teacher, you must use your student email. Emails from any other source will be ignored.

## Course Evaluation

Every student is invited evaluate the course. The evaluation will be commented