



Please note that this is not your admissions letter.

Welcome to University of Gävle and the Course

Strategic Marketing, Advanced Undergraduate level, 7.5 cr!

This course is a half time course between weeks 36-45. I, Sarah Philipson, am your course coordinator. Contact me on e-mail sarah.philipson@hig if you have any questions about this course.

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. 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: 2016-08-29—2016-09-04
 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	11128; 11185; 11129; 11186
Faculty	Faculty of Education and Business Studies
Faculty secretary	Angelica Selin
Contact Information	kurs-aue@hig.se

Course Organisation

The teacher is Associate Professor Dr Sarah Philipson. There will apart from the introductory lecture be two 2 hours lectures introducing the textbook. You will write 2 case papers in groups of four students and 1 individual case paper. These papers will be presented in seminars with obligatory presence (for distance students through Skype Business).

The group papers will each give 2 ECTS credits and the individual paper 3,5 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 one, 2 credits
Group Case paper two, 2 credits
Individual Case paper, 3,5 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
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 will be provided.

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.

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

- 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.