

Syllabus

for course at advanced level

Strategic Market Management

Strategisk marknadsanalys och marknadsföring

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:	FE5336
Valid from:	Summer 2016
Date of approval:	2013-08-20
Changed:	2016-06-13
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This syllabus was decided on by the board of the Faculty of Social Sciences on 2013-08-XX, revised by the Educational Committee of the Stockholm Business School 2016-06-13.

Prerequisites and special admittance requirements

Degree of Bachelor worth at least 180 credits, or admission to Business Studies IV, Extended Course or Business Studies IV, Magister's Course, Master's programme or equivalent.

Course structure

Examination code	Name	Higher Education Credits
5336	Strategic Market Management	7.5

Course content

Strategic marketing constitutes a pivotal management task for all organisations, whether commercial, government or not-for-profit. It seeks to define its relationship with the business environments, to analyse its industry / sector, to understand its customers / stakeholders and to create competitive advantage in the global marketplace. The process begins with articulating the organisation's vision and mission in the light of its own capacity and context, through evaluation of alternative market strategies and adoption of specific plans, and culminates with organising for implementation and control.

Core coverage of the course will thus include the topics:

- Environmental Scanning and Market Intelligence
- Internal Analysis, Planning Process and Competitive Advantage
- Social Responsibility and Business Sustainability
- Customer Focus, Demand Management and Strategic Positioning
- Product Innovation, Brand Management, and Diversification
- Organisational Design, Implementation and Control

Throughout, this course will highlight socio-ethical issues in managerial decision-making that have long-term consequences for the organisation and the societies in which it operates.

Learning outcomes

On completion of this course, students should be able to:

Knowledge and understanding:

1. Identify external issues facing the organisation and assess internal capacity competently for its optimal performance.
2. Comprehend and utilise contemporary concepts in such as relationship management, product innovation, branding, value-chains, etc.

Judgement and approach:

3. Review systematically and analyse critically the relevant environments in which any organisation operates.
4. Adopt inter-disciplinary perspectives to assess the long-term impact of various strategic alternatives and justify the most appropriate.

Skills and abilities:

5. Apply an integrated approach to decision-making on applicable approaches in new/growth and mature/declining market contexts.
6. Generate a market plan, including implementation and evaluation measures, for small-to-medium sized enterprises or divisions of larger organisations.

Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload is 200 hours equivalent to 7,5 ECTS.

The language for teaching and learning sessions, activities and assessments will be English.

Forms of examination

This course will be assessed continuously through a combination of written tests / quizzes, seminar presentations, essays assignments, case analysis, final examination and/or major project e.g. strategic plan. There will be a minimum of three assessment items and at least 50% of the final grade will be based on individual student performance as illustrated below:

Assessment task □ Learning Outcomes - Percentage

1. Written report (case/topic) - team, Learning Outcomes 3, 4, 5 and 6, 20 percent.
2. Presentation [case/topic] - team, Learning Outcomes 1, 2, 3 and 4, 20 percent.
3. Final exam / major project - individual, Learning Outcomes □ 2, 3, 4, 5 and 6, 60 percent.

Total 100 percent.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

The course cannot be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Misc

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester

Required reading

Students will be expected to purchase or have regular access for preparation to participate in both lectures and seminars to any of the following textbooks or their equivalents:

Aaker, David and McLoughlin, Damien (2010) Strategic Market Management: Global Perspectives, 1st edition. Chichester, UK: John Wiley & Sons.

Ferrell, O.C. and Hartline, Michael D. (2014) Marketing Strategy: Text and Cases, 6th edition. Andover, UK: Cengage Learning.

Moutinho, Luiz and Southern, Geof (2010) Strategic Marketing Management: A Business Process Approach. Andover, UK: Cengage Learning.

Academic journals and business media will be required as readings for class, and students are expected to utilise such resources in other assessments as well.