



UNIVERSITY
OF GÄVLE

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

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

COURSE Strategic Marketing 7, 5 credits Campus
IDENTIFYER FEG 341
APPLICATION CODE 11153

COURSE PERIOD Weeks 36-45, 2015.

[SYLLABUS](#)
[SCHEDULE](#)

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL 2015-08-24—2015-08-30

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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

1 COMPUTER ACCOUNT

You can collect your computer account at 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

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 **HT15_11153**

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

Period for enrolling

Registration for exam

Registration for ordinary exams as well as re-examinations via the Student Portal 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 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 Organization

The course will be conducted through holding six lectures and discussions on the topics of strategic marketing. Students are requested to attend the six lectures. Moreover, students need to submit the individual home exams as well as individual assignments on article analysis and group assignments on reviewing literature of important issues of strategic marketing as part of the evaluation of the students for this course. It is compulsory for the students to attend the lectures, participate in the individual article analysis seminar and group literature review seminar. The students also need to submit their home exams and assignments on safe assign of Blackboard on time as per course schedule to receive grades.

Communication

The communication between students and teacher will be face to face during lectures, seminars and pre-scheduled meetings as well as through e-mails and discussions on Blackboard. The course contents, schedules, and 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.

Course Evaluation

There will be an online course evaluation form uploaded on black board on the ninth week of the course and students need to do the online evolution to receive their final grade.