



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2FE043 Strategic Marketing and Development of Products, Services and Experiences, 30 högskolepoäng

Strategic Marketing and Development of Products, Services and Experiences, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Organisational Committee 2009-06-29

The course syllabus is valid from spring semester 2010

Prerequisites

In order to be admitted to the full-semester course students are required to have a minimum of two years of successfully completed full-time studies at university level (equal to 120 higher education credits), of which one year (equal to 60 higher education credits) should be devoted to full-time studies in Business Administration, including basic marketing courses.

Expected learning outcomes

Module 1: Marketing Strategy, 7,5 higher education credits

The students shall

have broad knowledge

- how marketing and strategy interact
- traditional strategic marketing theories
- alternative approaches to marketing strategy
- financial aspects on strategy

be able to apply

- the analysis of consequences of chosen strategy for marketing in general

understand

- how strategies emerge
- how strategies are planned
- how internal and external dimensions affect strategy
- how strategy activities drive costs and revenues

Module 2: Development of Products, Services and Experiences, 7,5 higher education credits

After fulfilment of the part the student is expected

to have broad knowledge of

- innovation and design to create customer value
- innovation, product development and design as differentiating
- intellectual assets and intellectual rights
- design as the realization of innovations and products
- the organizing of innovative activities and design in the company and in the extended company (innovation and design in networks and virtual enterprises)
- the product life-cycle
- the meobius strip: differences between products, services and experiences
- “scripting” services
- storytelling as the scripting of experiences

be able to apply

- conceptualizing of a product or service
- organizing creative and screening work-shops
- business process management of innovation, product development and product revision
- target profiting, target costing

understand

- how innovation and design creates value
- how innovation and design give the company competitiveness
- innovation, product development and product revision as a necessary means of business renewal (within the frame of pre-sent business)
- innovation, product development and product revision as differentiating, the building of competitive power
- business processes of innovation, product development and product revision

Module 3: Cases in Marketing Strategy, 7,5 higher education credits

be able to apply

- adapting marketing strategies to local condition analysis and interpretation of cases in marketing strategy

understand

- the institutional context for marketing
- competitiveness in a global and regional context
- marketing strategy in practice

Module 4: Company Field Study, 7,5 higher education credits

be able to apply

- Define a problem
- Empirical and theoretical studies
- Analyzing and solving the problem
- Writing and presenting a report

Content

Strategic Marketing and Design consists of the following parts:

Module 1: Marketing Strategy, 7,5 higher education credits

- Business strategy
- Segmentation
- Commitment
- Competitiveness
- Life cycles
- Product development
- Product and production systems
- Outsourcing
- Marketing channels
- Marketing communication
- Branding
- Positioning of business
- Corporate strategy

Module 2: Development of Products, Services and Experiences, 7,5 higher education credits

- Product development as differentiation, the building of competitive power
- The differences in the decision making processes of product development
- Business processes of product development
- The role of the customer in product development
- The Product life cycle
- Product development outside the borders of the company
- "Outsourcing" of product development; "wintelism"
- Business Process Management of product development
- Target pricing, target costing
- Control of chaos, cost of product development, "Time-to-market"
- Exploiting product development: "Peak", "Time-to-peak"

Module 3: Cases in Marketing Strategy, 7,5 higher education credits

The module consists of

- Theoretical perspectives on adapting marketing strategies to local conditions
- Institutional context for marketing
- Globalization vs. regionalization, issues about competitiveness
- Marketing, challenges and trends
- The analysis and interpretation of cases in marketing strategy to get a more profound understanding of marketing strategy in practice

Module 4: Company Field Study, 7,5 higher education credits

This module gives the students an opportunity to conduct a field study in a Scandinavian or European company, where they, in groups, will define, analyse, solve and report on a problem within the fields of strategy, marketing or design. The report will be presented

and discussed in a seminar.

The module consists of the following components:

- Defining a problem
- Empirical and theoretical studies
- Analyzing and solving the problem
- Writing and presenting a report

Type of Instruction

Modules 1,2 and 3

Literature studies, lectures, project work and case seminars

Module 4. Company Field Study

Tutoring, seminars

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Module 1. Marketing Strategy, 7,5 higher education credits

Written exam, seminar papers

Module 2. Development of Products, Services and Experiences, 7,5 higher education credits

Written exam, seminar papers

Module 3. Cases in Marketing Strategy, 7,5 higher education credits

Seminar papers

Module 4. Company Field Study, 7,5 higher education credits

Project work, written and oral opposition

A retest will be offered a few weeks after the original written test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Course Evaluation

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

Credit Overlap

Module 1: 2FE024

Module 2: 2FE032

Module 3: 2FE033

Module 4: 2FE034

Required Reading and Additional Study Material

Module 1: Marketing Strategy

See syllabus for 2FE024.

Module 2: Development of Products, Services and Experiences

See syllabus for 2FE032.

Module 3: Cases in Marketing Strategy

See syllabus for 2FE033.

Module 4: Company Field Study

Aaker, D.A., Kumar, V. & Day, G.S. *Marketing Research*, 9 ed., Wiley, New York, latest edition. 776 pages.

Yin, R. *Case Study Research. Design and Methods*, London, SAGE, latest edition. 160 pages.

Växjö University, School of Management and Economics. Selected Articles, 100 pages.