UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

Strategic Marketing A1F

7.5 credits

Course code: FÖ727A
Version number: 3
Valid from: 1 July 2026
Ratified by: Curriculum Committee for Business
Date of ratification: 8 October 2025

1. General information about the course

The course is provided by the University of Skövde and is named Strategic Marketing A1F (Strategisk marknadsföring A1F). It comprises 7.5 credits and is a second-cycle course. The level of progression is A1F.

The course is a part of the main field of study in Business Administration. The disciplinary domain of the course is Social Sciences.

2. Entry requirements

The course has the following entry requirements: attended FÖ724A Business Development A1N or attended FÖ726A Marketing Fundamentals A1N (or the equivalent).

A further requirement is proof of skills in English equivalent of studies at upper secondary level in Sweden, known as the Swedish course English 6 or English level 2. This is normally demonstrated by means of an internationally recognized language test, e.g. IELTS or TOEFL or the equivalent.

3. Course content

This course aims at developing students' theoretical and practical knowledge of business development from a strategic marketing perspective. The aim of the course is achieved via student group assignment, seminar presentation, and a final individual reflection essay.

The group assignment is a market simulation. Each student group develops its own business in a simulated market, competing with other student groups. In this manner, students get practical skills in business development, focusing on strategic marketing, new product development, marketing management, planning and forecasting, demand and cost management, investments, competition, and budgeting.

After they finish the group assignment, seminars take place where the student groups present their reflections and analyses of their simulation companies' results. In the final individual reflection essay, each student is expected to analyze his or her simulation experience with the help of the concepts and frameworks from the course literature.

4. Objectives

After completed course the student should be able to:

Knowledge and understanding

- describe, compare, and contrast central concepts, models, and processes used in strategic marketing practice and theory,

Skills and abilities

- analyze central concepts, models, and processes used in strategic marketing practice and theory,
- apply relevant concepts, models, and processes in strategic marketing on relevant empirical phenomena,

Evaluation ability and approach

- reflect upon and evaluate the significance of central concepts, models, and processes of strategic marketing in modern society,
- critically review and reflect about scholarly contributions in strategic marketing literature.

5. Examination

The course is graded A (Excellent), B (Very good), C (Good), D (Satisfactory), E (Sufficient) or F (Fail).

The examinations of the course consist of the following modes of assessment:

- **Individual essay**
  4.5 credits, grades: A/B/C/D/E/F (determines the final grade)
- **Group assignment and seminars**
  3 credits, grades: G/U

Students with a permanent disability who have been approved for directed educational support may be offered adapted modes of assessment.

6. Types of instruction and language of instruction

The teaching comprises lectures, seminars and business simulation.

The teaching is conducted in English.

7. Course literature and other educational materials

A selection of scientific articles.

8. Student influence

Student influence in the course is ensured by means of course evaluation. The students are informed about the results of the evaluation and potential measures that have been taken or are planned, based on the course evaluation.

9. Additional information

Further information about the course, as well as national and local governing documents for higher education, is available on the website of the University of Skövde.