UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

Marketing Management II G1F

7.5 credits

Course code: FÖ307G
Version number: 12
Valid from: 1 January 2027
Ratified by: Curriculum Committee for Business
Date of ratification: 8 April 2026

1. General information about the course

The course is provided by the University of Skövde and is named Marketing Management II G1F (Marknadsföring II G1F). It comprises 7.5 credits and is a first-cycle course. The level of progression is G1F.

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: passed FÖ141G Marketing Management I G1N **or** attended FÖ141G Marketing Management I G1N (or the equivalent) and at least 30 passed credits in Business Administration, Industrial Management, Law, Statistics, Logistics, Economics or Social Psychology.

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

The overall aim of the course is to develop students' knowledge in strategic marketing planning in modern market environments. The course tackles modern marketing perspectives with focus on emerging perspectives in marketing theory and practice. The course engages in an approach to marketing planning and offers insights in the areas of relevance for modern marketing managers, such as changes in the consumption landscape, modern consumer behavior, social media marketing, new perspectives on branding, and sustainability issues, among others. In this manner, the course represents a continuation of classical and modern marketing perspective introduced in the basic marketing course.

4. Objectives

After completing the course the student should be able to:

Knowledge and understanding

- exhibit understanding of modern strategic marketing theory and practices by explaining, comparing and exemplifying them.

Skills and abilities

- apply theories, concepts, models and methods for marketing planning,
- analyze an organization's conditions and the meaning of the marketing environment in connection with the application.

Judgement and approach

- motivate and argue for the choice of theories and the approach,
- reflect and evaluate the choice of theories and the approach.

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:

- **Supervised written examination**
  4.5 credits, grades: A/B/C/D/E/F (determines the final grade)
- **Written assignment**
  2.5 credits, grades: G/U
- **Seminar**
  0.5 credit, 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, supervision, group assignments as well as seminars that include critical review and reflection.

The teaching is conducted in English.

7. Course literature and other educational materials

Kotler, P. et al. (2019). *Marketing Management* (4th European Edition). Pearson. ISBN 9781292248448. E-bok 9781292248462

Wood, M. B. (2017). *Essential Guide to Marketing Planning* (4th edition). Pearson. ISBN 9781292117522.

Compendium.

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.