1 Name, Scope and Level of the Course
The course is provided by the University of Skövde and is named Marketing Management II G1F. It comprises 7.5 credits and is on basic level. The level of progression of the course is G1F.

2 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.

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 Forms of Teaching
The teaching comprises lectures, supervision, group assignments as well as seminars that include critical review and reflection.

The teaching is conducted in English.

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

Registration of examination results:

<table>
<thead>
<tr>
<th>Name of examination</th>
<th>Credits</th>
<th>Grading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written examination²</td>
<td>4.5</td>
<td>A/B/C/D/E/F</td>
</tr>
<tr>
<td>Written Assignment</td>
<td>2.5</td>
<td>G/U</td>
</tr>
<tr>
<td>Seminar</td>
<td>0.5</td>
<td>G/U</td>
</tr>
</tbody>
</table>

² Determines the final grade of the course.
Students with a permanent disability who have been approved for special educational support may be offered adapted or alternative examinations.

6 Admission Requirements
Prerequisite courses for this course are: Passed courses: FÖ141G-Marketing Management I G1N (or the equivalent).

7 Subject, Main Field of Study and Disciplinary Domain
The course forms a part of the academic subject area of Industrial Management. The course is not a part of any main field of study at the University of Skövde. The disciplinary domain of the course is Technology.

Every course at the University of Skövde belongs to a subject. The division of subjects is used for follow-up and quality assurance. A main field of study is an area in which a degree can be awarded. Disciplinary domain is a division which is used by the government for the allocation of resources for studies at basic level and advanced level.

8 Approval of Course and Course Syllabus
The course was approved by the Curriculum Committee for Business on 8 October 2018. This course syllabus was approved by the Curriculum Committee for Business on 4 February 2020. It is valid from 1 July 2020 and replaces the course syllabus approved 3 October 2019.

9 Overlapping with Another Course
This course cannot constitute a part of a degree also containing a course the content of which is totally or partly equivalent to the content of this course.

10 Additional Information
The credits of this course may be transferred to the main field Business Administration.

Further information will be available on the university’s website before a course is given.

National and local regulations for higher education are available on the university’s website.

Upon completion of the course there will be a follow-up. The main purpose of this follow-up is to contribute to improvements of the course. The students’ experiences and views constitute one of the criteria for the follow-up and are gathered by means of course evaluations. The students will be informed of the results of the follow-up and any decisions regarding actions that are to be taken.

11 Course Literature and Other Educational Materials


Compendium.