

COURSE SYLLABUS

Strategic Marketing - Leading and Adapting in a Fast-Changing World, 5 credits

Strategic Marketing - Leading and Adapting in a Fast-Changing World, 5 högskolepoäng

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|--------------|--------------|----------------------|-----------------------------------------------------------------------|
| Course Code: | J2SMAL | Education Cycle: | Second-cycle level |
| Confirmed: | Jun 09, 2025 | Disciplinary domain: | Social sciences |
| Valid From: | Nov 24, 2025 | Subject group: | Business Administration |
| | | Specialised in: | A1N Second cycle, has only first-cycle course/s as entry requirements |
| | | Main field of study: | Business Administration |

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. Explain key concepts in strategic marketing to navigate dynamic and competitive environments.
2. Evaluate the impact of digitalization, emerging technologies, and consumer trends on marketing strategies.

Skills and abilities

3. Demonstrate leadership skills in driving strategic marketing initiatives and managing organizational change.
4. Conduct strategic analysis and decision-making through case studies and real-world scenarios
5. Develop adaptive marketing strategies that respond to rapid changes in businesses.

Judgement and approach

6. Critically reflect on the implications of strategic choices in diverse business environments.

Content

The business environment is rapidly evolving due to globalization, digitalization, and socio-economic shifts. Companies face increasing complexity in decision-making, requiring them to navigate complex and dynamic environments. This course explores contemporary strategic challenges businesses encounter and equips learners with analytical tools to address them effectively. Drawing on theory, contemporary case studies, and insights from real-world practice, the course encourages participants to critically reflect on their own industries and organizations. Participants will leave with enhanced strategic thinking skills, a toolkit for developing marketing strategies, and the ability to lead marketing initiatives that deliver both business impact and societal value.

Connection to Research and Practice

The course builds on cutting-edge academic research in strategic marketing, innovation, and organizational resilience, combined with real-world insights from business practice. The course provides students with an opportunity to deepen their knowledge and abilities in working strategically in different contexts. This course introduces students to various perspectives on strategic marketing and its application in real-world scenarios. It emphasizes real case studies, and interaction with the industry is a crucial course component.

Type of instruction

This is an online course. The course includes online live and/or recorded lectures, online group discussions, online Q&A sessions. It also includes oral as well as written examination.

Language of instruction is in English.

Entry requirements

The applicant must hold a minimum of a Bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) and proof of at least three years of professional work experience.

Proof of English proficiency is required.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual final exam (ILOs: 1, 2, 4, 6) representing 3 credits.

Oral group reflective discussion (ILOs: 3, 5, 6), representing 2 credits.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

| Name of the Test | Value | Grading |
|----------------------------------|-----------|----------------|
| Individual final exam | 3 credits | A/B/C/D/E/FX/F |
| Oral group reflective discussion | 2 credits | G/U |

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course. At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations. At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Other information

The course is given online so that students shall follow policies and guidelines for JU Online education. This implies adopting an ethical etiquette for online teaching sessions (lectures and seminars) described in the course guide. It also implies respecting JU Online digital guidelines, reminded in the course guide.

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti- Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Course literature, i.e. book chapters, articles and cases will be provided by the teacher at the start of the course.