

COURSE SYLLABUS

Strategic Marketing and Business Growth, 5 credits

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Course Code: J2SMAB	Education Cycle: Second-cycle level
Confirmed: Mar 30, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	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 you will be able to:

Knowledge and Understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

Skills and Abilities

3.1 Produce well-structured, professional materials that demonstrate academic proficiency and adapt style and terminology to the target audience.

3.2 Deliver compelling oral presentations relating to complex problems and critically discuss and defend their findings in academic and professional settings.

Judgement and Approach

4.1 Integrate ethical and sustainability considerations into the critical evaluation of organisational, market, and/or policy issues.

Content

The course provides you with a comprehensive understanding of how marketing contributes to firm-level strategy. You are introduced to marketing's range of functions and how they serve as key enablers for realising corporate goals.

The core of the course focuses on strategy and strategy-making, equipping you with conceptual tools and analytical frameworks to interpret corporate strategy and design market strategies and plans that align with corporate vision, growth targets, and competitive positioning. Key topics include organisational strategy, competitive environments, business growth and innovation, opportunity identification, value-based perspectives on organisations, market creation and disruption, and business model innovation.

Through a blend of theory, case analysis, and applied projects, you will explore how organisations create and capture value in dynamic markets. You will further gain hands-on experience in developing comprehensive market plans that support business expansion and long-term profitability.

Connection to Research

The course is based on current and relevant academic research into strategy, strategic marketing, entrepreneurship, and business growth that form the main component of the course literature. Working with academic literature is an integral part of the course.

Connection to Practice

Case studies and examples of strategic implementation from practice are an integral part of the course content. Group work will require the application of the theory to specific situations.

Connection to Ethics, Responsibility, Sustainability (ERS)

The course addresses the social and environmental impacts of business growth and how a natural-resource-based view on strategy can be applied to marketing. Ethics, responsibility, and sustainability are embedded in the course content and course activities, recognising how these issues impact strategic marketing decisions and are included in the assigned literature. This includes an awareness of professional and ethical responsibilities as an integrated part of their marketing competence.

Type of Instruction

The course is taught on campus through lectures and seminars. It includes individual and group work.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold a minimum of a Bachelor's degree (equivalent to 180 ECTS credits from an accredited university). At least 60 ECTS must be in Business Administration or a combination of 30 ECTS in Business Administration and 30 ECTS in related subjects, such as Economics, Industrial Engineering and Management, Business Analytics, Informatics, Communication Studies, Commerce, or Public Relations. At least 5 ECTS must be marketing. Proof of English proficiency is required.

Examination and Grades

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

Individual literature assessment (ILOs: 1.1, 3.1), representing 1 credit. This consists of the analysis of current academic literature associated with strategic marketing.

Individual case study assessment (ILOs: 1.1, 3.1, 4.1), representing 2 credits. This consists of an analysis of a case study and suggesting specific strategies to attain key organisational outcomes. This requires the development and motivation of the strategy and includes an oral presentation and discussion.

Group assignment (ILOs: 3.1, 3.2, 4.1), representing 2 credits. You apply strategic marketing concepts and theories to analyse and propose strategies for an organisation. The results are presented orally.

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 literature assessment	1 credit	A/B/C/D/E/FX/F
Individual case study assessment	2 credits	A/B/C/D/E/FX/F
Group assignment	2 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The

examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

The course is article-based. A reading list will be provided at the start of the course.