



Module title, ECTS credits (and possibly STADS code) Module 11: Strategy and Marketing including Project. 20 ECTS https://moduler.aau.dk/course/2019-2020/BAEBA201711
Location 4 th semester, spring
Module coordinator Associate Professor Mohammad B. Rana; mbr@business.aau.dk
Type and language Project and course module English
Course teachers Associate Professor Mohammad B. Rana mbr@business.aau.dk Associate Professor Arnim Decker, decker@business.aau.dk Assistant professor Andreea I. Bujac andreea@business.aau.dk Assistant professor Jonas Strømfeldt Eduardsen jse@business.aau.dk
Objectives The learning objectives are that the student after completing the module can: Knowledge: <ul style="list-style-type: none">• Understand and explain strategy as a discipline within business economics, including markets, costumers, management and an understanding of organisation, business operations, development, management and use of information systems, communication and business policy and strategy in a changing world in order to account for the external interests of the company• Understand and explain marketing as a discipline within business economics, including key marketing concepts and models that bring focus on value creation and customer satisfaction. Key concepts are: market orientation, organisational buyer behaviour and consumer behaviour, segmentation, positioning and the most important marketing parameters• Discuss and reflect upon strategy- and marketing theory and models, that can be used for an analysis of a company• Explain the choice of theory and method, including theory of science, in the analysis of a company• Discuss different methods for collection of data and handling of data and explain the chosen methods Skills:

- Apply strategy and marketing theory on concrete situations and understand the possibilities and limits of theory. This includes use of theory within the appropriate fields in the company's strategic and practical decisions related to markets and costumers
- Analyse, compare and formulate alternatives in relation to organisations' strategy- and marketing-problems
- Discuss professional and scientific problems
- Use and disseminate business economics methods and tools

Competencies:

- Independently analyse complex strategic and marketing related problems, propose solutions and make evaluations
- Reflect systematically on the meaning of different terms and models in order to understand and work with central strategy- and marketing problems
- Conduct a critical analysis of data, information sources and methods

Academic content and conjunction with other modules/semesters

The module takes the company's external environment as a point of departure and includes work with marketing and market analysis as well as strategic theories, models and perspectives within business economics. The project work seeks to apply these theories, models and perspectives. The student may choose whether the project work should take as it starting point a case company, several companies or organisations or industries.

Strategy is a central topic for all companies dealing with markets and institutions. Strategy is both about analysing, inferring, decision making, determining a particular orientation and actions that companies require pursuing in a particular institutional context. This however does not necessarily look at the current conditions and actions but also sets out lines for the future actions of firms and organisations towards their environment. Thus, the focal point is to integrate various academic activities such as marketing, management, organization and business economics. In the Strategy and Marketing module, emphasis is placed on strategies that link to marketing.

Marketing is about understanding how value is created at the intersection of value provider and the value users. This is the prerequisite for a company's earning and sustainability in a market economy, while it is a matter of earning and giving legitimacy by institutional actors and non-profit organizations wishing to establish a cause-driven marketing initiative. Marketing is therefore a central discipline in both companies and non-profit organizations, and thus all functions of business economics are related to marketing. As a result, marketing is an important part of corporate strategy, organization, management and financial management.

Scope and expected performance

The course comprises lectures and guest lectures.

20 ETCS are equivalent to 540 hours divided as follows.

Activity	Number of hours
23 lectures of 2x45'	46 hours
3 Guest lectures	6 hours
Reading, preparation and project work	488 hours

Participants

BSc 4th Semester students and possibly Top-up students

Prerequisites for participation

None – the teaching takes its point of departure in former semesters at EBA (PBL, methods and theory of science)

Module activities (course sessions etc.)

The module consists of 23 lectures. Of them, 8 lectures of 2x45 minutes are in Strategy and 15 lectures of 2x45 minutes are in Marketing.

Textbooks:

1. Johnson, G., R. Whittington & K. Scholes (2014) Fundamentals of Strategy, Harlow: FT Prentice Hall, latest ed.
2. Kotler, P., Armstrong, G. & Parment, A. (2016) Principles of Marketing - Scandinavian edition, 2nd edition, Pearson

Reference Books:

1. Kotler, Keller, Brady, Goodman and Hansen, Marketing Management, Pearson, 2nd Edition 2012
ISBN: 978-0273743613
2. Alvin C. Burns, and Ronald F. Bush, Marketing Research, 8th edition, ISBN 9780134143316

In addition, it is supplemented with some book chapters and articles.

LESSON PLAN: Further information including where and when in Moodle. **Note that there will be mandatory activities related to the course. These activities must be approved** in order to attend the group exam by the end of the semester.

Strategy

Lecture 1. Introduction to strategy in the interaction with business economics (Ch.1; MBR)

Lecture 2. Strategic position and macro environmental analysis (Ch.2:MBR)

Lecture 3. Strategic Capability, Resources, Industry and sector analysis (Ch.3:AD)

Lecture 4. Strategic applications of game theory and agency theory (Ch.: AD)

Lecture 5. Strategic purpose, Stakeholder, culture and institutional perspectives (Ch.4+5+6: MBR)

Lecture 6. Strategic choices; Business strategy and models (Ch.7: MBR)

Lecture 7. Corporate strategy and diversification, and international strategy (Ch.8:MBR)

Lecture 8. Strategy development and Strategy in action (Ch.13+14: MBR)

Marketing

- Lecture 1. Marketing perspectives, process and background (MBR)
- Lecture 2. Marketing Basics: Value Creation for Private and Public Buyers (MBR)
- Lecture 3. Market segmentation and positioning on the consumer and the B2B market (MBR)
- Lecture 4. Development and management of market offerings (product) (MBR)
- Lecture 5. Understanding and analysing Consumer Market (JSE)
- Lecture 6. Understanding and analysing Business Market (JSE)
- Lecture 7. Designing Market research(JSE)
- Lecture 8. Data Collection and Analysis (JSE)
- Lecture 9. Price strategies (AB)
- Lecture 10. Marketing channels (place) (AB)
- Lecture 11. Marketing Communication (AB)
- Lecture 12. Market orientation: The role and function of Marketing in the organization (MBR)
- Lecture 13. Brand Communities and Social media campaign (AB)
- Lecture 14. Customer Relationship Marketing (MBR)
- Lecture 15. Branding Strategies, Delivering and Communicating Value and marketing implementation (MBR)

Examination

Oral group examination with an external co-examiner. A prerequisite for taking part in the exam is that the project is turned in on time and the mandatory activities in the course have been approved. The project should be max. 80 pages long for a group of 5 students. All groups should aim at having 5 members.

Students are tested in their project work and the curriculum. Each student will receive a grade based on the Danish 7-point grading scale according to the fulfilment of the above-mentioned learning objectives.