

One Year Master - Strategy and Marketing

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60 credits

Course package

FEK5SM

Valid from: 2018 Autumn semester

Determined by	Main field of study	
Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Business Administration	
Date determined	Course level	Progressive specialisation
	Second cycle	A1E
Revised by	Disciplinary domain	
	Social sciences	
Revision date	Subject group	
	Business Administration	
Offered first time	Offered for the last time	
Autumn semester 2018		
Department	Replaced by	
Institutionen för ekonomisk och industriell utveckling		

Entry requirements

- Bachelor's degree equivalent to a Swedish Kandidatexamen in Business Administration
- English corresponding to the level of English in Swedish upper secondary education (Engelska 6)
Exemption from Swedish

Course content

See courses

722A71 Strategy - Classic and Contemporary Views, 15 ECTS

722A72 Advanced Consumer Marketing, 15 ECTS

722A36 Magisteruppsats i företagsekonomi, 30 ECTS

Examination

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.