

# One Year Master - Strategy and Marketing

Course package

60 credits

One Year Master - Strategy and Marketing

FEK5SM

Valid from: 2018 Autumn semester

**Determined by**

Course and Programme Syllabus Board  
at the Faculty of Arts and Sciences

**Date determined**

## Main field of study

Business Administration

## Course level

Second cycle

## Advancement level

A1E

## 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

722A04 Strategy - Classic and Contemporary Views, 15 ECTS

722A50 Advanced Consumer Marketing, 15 ECTS

722A36 Magisteruppsats i företagsekonomi, 30 ECTS

## Examination

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 instead 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.

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.

## Department

Institutionen för ekonomisk och industriell utveckling