

## **Course PM Strategy and Marketing ME 2066**

**Head Of Course;**

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### **Course Focus: Strategy & Marketing**

Strategy and Industrial Marketing is today equally present in the private and public sector. Job descriptions as head of strategy, marketing manager and business developer are common in Swedish technology-intensive firms. Companies within the industrial sector, search for deep competencies at the intersection of strategy, marketing and technology. This course takes as its ontological point of departure the research frontier in strategy and industrial marketing with a strong link to the pragmatic side and development of problem-solving skills in a practical business reality.

A primary objective with the course is to enable research anchored knowledge in strategy and industrial marketing with examples from a rich variation of industrial real-setting examples from companies. After partaking in this course the student should be more ready to act in a senior professional role in a technology intensive firm. The Marketing side of the course revolve around strategic marketing Segmentation, Targeting And Positioning, sustainability marketing and marketing implementation processes through the four p – framework.

### **Examination Form and Format**

The course is examined through a 15-20 page written report, including appendix and Harvard Style References on a clearly delineated conceptual topic in one of the key areas Strategy , marketing or a blend Strategy CSR and Strategic consumer segmentation. The report should have an empirical and theoretical

delimitation, objective, case body theoretical overview analysis, discussion and references. In addition four 1 page appendix to the report should cover an illustration of segmenting, targeting and positioning and implementation through the marketing mix. The second appendix should revolve around a sustainability topic based on Your topic (HM Care DHL Industrial Green Cargo). Third appendix should be devoted to the core values of the company and finally, the fourth appendix should revolve around the business model.

### **Examination Paper Structure and Example**

Empirical Delimitation BMW Cars

Theoretical Delimitation Corporate Vision and Mission Theory

Objective ; The Aim is to explore strategic positioning within BMW Cars

Case (BMW Cars)

Theory (From 8 scientific articles and 5 popular articles)

Conceptual Analysis and Discussion

Appendix 1.1 STP and Marketing mix for BMW Cars Appendix 1.2

Sustainability issue for BMW Cars.

### **Example 2 Ben & Jerrys**

Objective; to explore brand identity of Signature Ice Cream

Theoretical Delimitation: American and French Brand Identity

Empirical Delimitation Ben & Jerrys Industrial Premium Brand Of Ice Cream withing the Unilever Brand Portfolio.

### **Grading Criteria E to A**

**E)** Enable, Explain and apply general theories and models of your chosen conceptual and empirical case area to real business and marketing management problems and contexts. Unfold congruence and deviations in strategic and tactic marketing and demonstrate a basic level matureness in marketing management and industrial marketing management.

**D)** All requirements for E and at least half of the additional requirements for C.

**C)** Deepen and elaborate the conceptual and theoretical layers in your report in a conceptual, qualitative, and integrative analysis **or** a *descriptive quantitative analysis*. For example if the analysis revolve around ingredient marketing (GORE-TEX, Shimano, Teflon) The analysis may cover both general ingredient marketing theory and ingredient positioning theory, the requirement for C is both depth and breadth in the analysis and good congruence between the holistic figure (the big picture) and elementaristic reasoning (deep touch points with the unit-of analysis at hand).

**B)** All requirements for C and at least half of the requirements for A

**A)** Deeply and integratively elaborate on empirical subject in the report through theoretical and derived theoretical analysis (for example consumer insight and consumer behaviour theory) (positioning theory, derive positioning theory with point of parity and point of difference), evaluate, analyze and integrate empirical case from primary or secondary data, outline theoretical and practical implications and themes for further research. Synthesize, integrate and elaborate on the findings, from the point of departure of the empirical and theoretical delimitation.

### **Report Deadline**

May 6th 2024. 6pm via canvas and via e-mail to

[henrik.uggla@indek.kth.se](mailto:henrik.uggla@indek.kth.se)

And cc to [henrikuggla@phdbrandmanagement.com](mailto:henrikuggla@phdbrandmanagement.com)

## **Course Literature**

8 Scientific articles and 4 popular scientific strategy or marketing articles in line with the empirical and theoretical delimitations of the written report, to establish theory formation.

## **Presentation of Report**

Presentation of written report is not mandatory but attendance at one of the two presentation session is mandatory. To signal intrinsic matureness for presentation, four power points or key-note slides should be added to the end of the report, summarizing its key features and objectives.