

Strategic Market Creation (SMC)

Purpose and academic profile

The overall purpose of the SMC concentration coincides with established norms and general ideas for an advanced academic education in business administration. This means that a SMC candidate shall have a profound knowledge about the general perspectives, principles, concepts and frameworks within the field of strategic marketing, innovation management, company culture, consumer experiences and project management. Through caseworks and two advanced semester projects, the SMC candidate have been trained to apply her/his theoretical knowledge, and to further develop it by relating it to empirical market related problems, situations and contexts in the business world. When conducting empirical analysis the emphasis is put on establishing a competence about in depth analysis of companies and of their customers. Furthermore, through the working out of papers and synopses, the SMC candidate shall have developed her/his ability and talent for synthesising and assessing the contribution and relatedness of different theoretical concepts and of different empirically identified phenomena. Taken together, the overall purpose of the SMC concentration is to equip a candidate with competencies that will make her/him become a professional manager of innovation projects, which concern the development of products/services, business models, brands and market channels.

Competence Goals

Below are presented two categories of competence goals that have been governing our selection of themes, design of courses and choice of pedagogical model.

Professional/Academic Competence Goals

A SMC graduate shall be capable to understand the meaning of marketing management from a strategic and proactive point of view. Furthermore, a SMC graduate shall be capable to understand the meaning and significance of marketing's relatedness to other business processes and to a company's economic performance, when the corporate strategy concerns growth through innovation. With respect to particular concepts and fields of theory, this means that a SMC graduate shall have a profound understanding of product/service business model and brand innovation management. She/he shall also have a profound understanding of the management of innovation processes at different organisational levels. Furthermore, a SMC graduate shall be capable to reflect critically on existing concepts, frameworks and principles in the marketing and the innovation management literature and to integrate marketing with other perspectives and fields of theory.

Practical Competence Goals

A SMC graduate shall be capable to manage projects at various organizational levels that aim to create a new or radically modified market opportunity. This goal presuppose that a SMC graduate shall be able not only to identify, formulate, argument, evaluate and to present a new or radically modified product/service, business model brand and/or market channel concept, but also to explore and decide on ways to successfully realize such a concept. Thus, a SMC graduate must have competencies to establish a profound understanding about not only the values and behaviours of a company's customers and end-users, but also about such phenomena, actors, relationships, knowledge and processes within and outside company borders, which might have an influence on a successful implementation of market creation processes.