



JÖNKÖPING UNIVERSITY  
*Jönköping International Business School*

PROGRAMME SYLLABUS  
**International Marketing (One Year), 60 credits**

Programmestart: Autumn 2020



## PROGRAMME SYLLABUS

### **International Marketing (One Year), 60 credits**

*International Marketing (One Year), 60 högskolepoäng*

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**Programme code:** JAIM9

**Programmestart:** Autumn 2020

**Confirmed by:** Dean 2019-05-16

**Education Cycle:** Second-cycle level

**Revised by:** Council for Undergraduate and Masters  
Education 2019-05-16

**Version:** 2.1

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#### **Title of qualification**

Degree of Master of Science (60 credits) with a major in Business Administration

#### **Programme overview**

Programme aims

The International Marketing Programme aims to increase a student's ability to understand and meet the international marketing needs of current and future organizations. Contemporary challenges in marketing - such as digitalization, globalization and the rapid rate of change - compels an international setting and makes renewal a central theme. The programme emphasizes connections with practice through course activities with corporate interaction combined with the theoretical depth to be expected of a Master of Science Programme.

#### **Objectives**

General aims

Second cycle education shall essentially build on the knowledge students acquire in first cycle education or corresponding knowledge. Second cycle education shall involve a deepening of knowledge, skills and abilities relative to first cycle education and, in addition to what applies to first cycle education, shall further develop the students' ability to independently integrate and use knowledge, develop the students' ability to deal with complex phenomena, issues and situations, and develop the students' potential for professional activities that demand considerable independence or for research and development work.

#### **Programme specific learning goals**

##### ***Knowledge and understanding***

Graduates of the programme will have a general knowledge and understanding of business administration and a specialised knowledge in certain areas of the field.

Corresponding objectives:

- demonstrate knowledge and understanding in business administration, including both broad knowledge in the field of business administration and specialised knowledge in international marketing ;
- demonstrate insight into current research and development work in international marketing; and
- demonstrate specialised methodological knowledge in business administration and specifically related to international marketing.

##### ***Skills and abilities***

Graduates of the programme will have acquired the skills to integrate knowledge and to analyse complex issues encountered in a career that includes international marketing activities, and be effective communicators of activities associated with these skills.

Corresponding objectives:

- demonstrate the ability to integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations associated with international marketing, even with limited information;
- demonstrate the ability to identify and formulate issues independently as well as to plan and, using appropriate research methods, undertake advanced tasks within predetermined time frames;
- demonstrate the ability in speech and writing to report clearly on international marketing issues and discuss their conclusions and the knowledge and arguments on which they are based, in dialogue with different audiences; and
- demonstrate the skills required for participation in research and development work or to work in other advanced contexts, including in academic research related to international marketing.

### ***Judgement and approach***

Graduates of the programme will understand the scientific, social, ethical, and personal responsibility aspects of practical work and research in business administration, including the role, use, and development of knowledge and the ethical aspects and possibilities of scientific endeavour.

Corresponding objectives:

- demonstrate an ability to make assessments in business administration, taking into account relevant scientific, societal and ethical issues and also demonstrate awareness of ethical aspects in research and development work;
- demonstrate insight into the possibilities and limitations of science/research, its role in society and people's responsibility for how it is used; and
- demonstrate an ability to identify their personal need for further knowledge and to take responsibility for developing their knowledge.

### ***Mission driven***

Graduates of the programme will be equipped to contribute to the advancement of business practice in a global environment, with particular emphasis on aspects of Ownership, and/or Entrepreneurship and/or Renewal.

Corresponding objectives:

Graduates of the programme will be able to:

- solve problems and exercise analytical skills for marketing in a global environment.
- develop and analyse marketing activities that support business renewal processes.

The above is in accordance with the intended learning outcomes set for a two-year Master's degree in the Swedish Higher Education Ordinance and JIBS mission.

### **Contents**

The master's programme International Marketing (One Year) provides a deepening education in the field of business administration for those already holding a bachelor degree and having a substantial amount of business administration education in their undergraduate studies. This programme increases a student's ability to understand and meet the international marketing needs of current and future organizations. Contemporary challenges in marketing - such as digitalization, globalization and the rapid rate of change - compels an international setting and makes renewal a central theme. The programme emphasizes connections with practice through course activities with corporate interaction combined with the theoretical depth to be expected of a Master of Science Programme.

The International Marketing programme provides advanced training in dealing with the topic of

how to make a product stand out in the market and covers issues on what influences and inspires consumers. The programme is structured to prepare students for managing change and development related to marketing. To this end, it deals with various parts of marketing research and to communicate offerings to internationally diverse target groups, through traditional advertising as well as more recent avenues in digital and social media.

The programme consists of seven mandatory courses held over two semesters, as described in the table below. The curriculum has been designed to prepare the student for work in international environments, specifically within the area of marketing. The first semester has a broader and more foundational approach to marketing. The program starts with courses in Consumer Behaviour and Marketing and Value Creation in a Global Society providing the students with a solid theoretical account of international marketing through the lives and practices of consumers and professional marketing managers respectively. The semester continues with courses in Marketing Research and Marketing Communications in a Digital World. The second and final semester of the program focuses more specifically on the international dimensions in marketing. Courses in Applied International Marketing and Contemporary Issues in International Marketing, familiarizing students with current issues and trends and preparing students for marketing work in a globalized market place and in multinational corporations. During the second semester, students write a 15 credit thesis in parallel to their coursework. The thesis in business administration should cover a topic of international marketing.

All courses are taught in English. Thanks to the international profile of Jönköping International Business School students on the programme will interact with peers from all over the world. The international atmosphere is reinforced by the programme's international subject matter, in particular its consideration of marketing that crosses borders.

## Courses

### Mandatory courses

Course Name	Credits	Main field of study	Specialised in	Course Code
Applied International Marketing	7.5	Business Administration	A1N	JAMR28
Consumer Behavior	7.5	Business Administration	A1N	JCBR27
Contemporary Issues in International Marketing	7.5	Business Administration	A1N	JCIR25
Market Communication in a Digital World	7.5	Business Administration	A1N	MLSR23
Marketing Research	7.5	Business Administration	A1N	MLTR23
Marketing Theory	7.5	Business Administration	A1N	JMVR20
Master Thesis in Business Administration	15	Business Administration	A1E	JTBT27

### Programme overview

**Year 1**

Semester 1		Semester 2	
Period 1	Period 2	Period 3	Period 4
Consumer Behavior, 7.5 credits	Market Communication in a Digital World, 7.5 credits	Applied International Marketing, 7.5 credits	Contemporary Issues in International Marketing, 7.5 credits
Marketing Theory, 7.5 credits	Marketing Research, 7.5 credits	Master Thesis in Business Administration, 15 credits	

**Teaching and examination**

To pass a course, the student needs to fulfill all the course requirements. Examination will be executed by written exam, oral exam or term papers. Different methods of examination can be used within a single course. The student will be offered examination opportunities in accordance with document: Regulations and Guidelines for first, second and third cycle education at Jönköping University. Mandatory workshops and assignments can figure within the frame of the course.

All courses offered by JIBS will be graded according to the following six levels: A-E constitutes a pass and FX or F is equal to a fail. The grades Pass or Fail can also be used for selected examinations.

**Prerequisites**

The applicant must hold the minimum of a Bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 90 ECTS credits in one (or a combination) of the following areas: business administration, economics, commerce, industrial engineering and management, or equivalent. At least 60 ECTS credits must be in business administration. Proof of English proficiency is required.

**Continuation Requirements**

This programme runs for only one year, and therefore has no continuation requirements.

**Qualification Requirements**

To obtain the Master of Science (60 credits) with a major in Business Administration, the student must complete the course requirements of at least 60 credits at the higher education level that were not used for the bachelor degree, with at least 45 credits overall in second-cycle courses and at least 30 of those second-cycle credits in business administration including a 15 credit Thesis course in Business Administration.

To obtain the Master of Science (60 credits) with a major in Business Administration, with a focus on International Marketing, the student must complete: (1) the requirements for the Master of Science (60 credits) with a major in Business administration, (2) all mandatory programme courses as listed in the above contents section, or their equivalent, and (3) a Master thesis in Business Administration (15 credits) that covers a topic with relevance for International Marketing.

**Quality Development**

Our cooperation with JSA, the student organization, is crucial. This work is conducted on two levels, programmes and courses.

**Programme level**

On the programme level students elect student programme evaluators to represent the student group. The student representatives and the programme directors meet regularly to discuss courses and the progress of the programme. The representatives stay in contact with course coordinators to share the overall impression and student experiences from courses; in addition, the Programme Director leads quality assurance work together with a programme group (faculty) and an advisory board (corporate representatives).

#### Course level

On the course level, student evaluators and course coordinators meet shortly after the course has started. The purpose is to ensure that the course is working well and if necessary make minor changes. After each course is finished all students perform course evaluations on Ping-Pong, and programme developers evaluate the course on the aggregate level and communicate with programme director and course responsible.

#### **Other Information**

Preparatory/foundation courses cannot be included/counted for the JIBS degree.

Additional information, regarding the programme, will be presented on JIBS homepage before each application period.