



JÖNKÖPING UNIVERSITY  
*International Business School*

UTBILDNINGSPLAN  
**International Marketing (One Year), 60 högskolepoäng**  
Programstart: Hösten 2017



## UTBILDNINGSPLAN

# International Marketing (One Year), 60 högskolepoäng

*International Marketing (One Year), 60 credits*

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<b>Programkod:</b> JAIM3	<b>Programstart:</b> Hösten 2017
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### Examensbenämning

Filosofie magisterexamen med huvudområdet företagsekonomi

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

### Programbeskrivning

#### 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

### Mål

#### 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 the field of international marketing.

Corresponding objectives:

- demonstrate knowledge and understanding in business administration, including both broad knowledge in the field of business administration and specialised knowledge of certain areas of the field;
- 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 for a career that includes international marketing activities, and be effective communicators of activities associated with these skills.

Corresponding objectives:

- demonstrate an 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 an 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.

### **Innehåll**

The masters 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 contents section below. These courses include a 15 credit thesis course in the last semester. The thesis in business administration should cover a topic of international marketing.

All courses are taught in English. Due to the fact that Jönköping International Business School (JIBS) has an exchange programme including a wide range of partner universities, and the fact that this master programme and a number of other master programmes at JIBS are open to students from around the world means that the courses have a diverse international participation of students. The international atmosphere is reinforced with international subject matter in this programme, in particular its consideration of marketing that crosses international borders. The education is meant to prepare the student for work in international environments, specifically within the area of marketing.

## Kurser

### Obigatoriska kurser

Kursbenämning	Hp	Huvudområde	Fördjupning	Kurskod
Applied International Marketing	7,5	Företagsekonomi	A1N	JAMR28
Consumer Behavior	7,5	Företagsekonomi	A1N	JCBR26
Contemporary Issues in International Marketing	7,5	Företagsekonomi	A1N	JCIR25
Globalisation of Economic Activity	7,5	Företagsekonomi, Nationalekonomi	A1N	JGER27
Market Communication in a Digital World	7,5	Företagsekonomi	A1N	MLSR23
Marketing Research	7,5	Företagsekonomi	A1N	MLTR23
Master Thesis in Business Administration	15	Företagsekonomi	A1E	JTBT27

## Programöversikt

### Årskurs 1

Termin 1		Termin 2	
Period 1	Period 2	Period 3	Period 4
Consumer Behavior, 7,5 hp	Market Communication in a Digital World, 7,5 hp	Applied International Marketing, 7,5 hp	Globalisation of Economic Activity, 7,5 hp
Contemporary Issues in International Marketing, 7,5 hp	Marketing Research, 7,5 hp	Master Thesis in Business Administration, 15 hp	

## Undervisning och examination

To pass a course, the student needs to fulfil 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 at least three examination opportunities in each examined section. Jönköping International Business School does not offer re-examination for examinations that a student has already passed. 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.

For most workshops and mandatory assignments, only Pass or Fail is given.

### **Förkunskapskrav**

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 business administration, economics, industrial engineering and management, or equivalent. At least 60 ECTS credits must be in business administration. Proof of English proficiency is required.

### **Villkor för fortsatta studier**

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

### **Examenskrav**

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, and furthermore the course Master Thesis in Business Administration (15 credits) must be completed.

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.

### **Kvalitetsutveckling**

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.

### **Övrigt**

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