JÖNKÖPING UNIVERSITY
International Business School

UTBILDNINGSPLAN

Marketing Management, kandidatprogrammet, 180 högskolepoäng

Gäller fr.o.m.: 2017-08-21

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Marketing Management, Bachelor programme, 180 credits

Programkod:	JGMMA	**Gäller fr.o.m.:**	2017-08-21
Fastställd av:	Utbildningsrådet 2016-03-23	**Utbildningsnivå:**	Grundnivå
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Examensbenämning
Filosofie kandidatexamen med huvudområdet företagsekonomi

Degree of Bachelor of Science with a major in Business Administration

Programbeskrivning
To remain competitive in the marketplace, companies are challenged to continuously develop and attune their market offerings to contemporary customer demands and technological change. Likewise, increasing competition for attention reveals the importance of managing and maintaining valuable relationship with all relevant stakeholders. In consequence, more than ever, product development and launch, sales, market reach and communications are matters of great importance. The Marketing Management programme takes its origin in this complexity. The aim is to educate students to be well equipped to support companies' renewal and growth by leading projects and functions within marketing. To this end, the education is specifically oriented towards the area of marketing, but also gives students a fundamental understanding of general functions in business and of international markets.

Mål
First level education shall essentially build on the knowledge students acquire in national or specially designed programmes at upper secondary school or corresponding knowledge.
First level education shall develop the students to;

- ability to make independent and critical assessments;
- ability to independently perceive, formulate and solve tasks; and
- preparedness to deal with change in working life.

In the educational field concerned, in addition to knowledge and skills, students shall develop ability to;

- seek and evaluate knowledge at a scholarly level and ground; and
- follow the development of knowledge, and - exchange knowledge with other people, including people without specialist knowledge of the field.

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 and understanding of marketing management.

Corresponding Objectives:

Graduates of the programme will be able to

1. demonstrate knowledge and understanding in business administration, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, and in-depth knowledge in marketing management.
2. demonstrate a general sense of current research issues in marketing management.

Skills and Abilities

Graduates of the programme will have acquired problem solving and analytical skills needed for a career with a focus on marketing management, and be effective communicators of activities associated with those skills.

Corresponding Objectives:

Graduates of the programme will be able to

3. demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated marketing management problem and also discuss phenomena, issues and situations critically;
4. demonstrate the ability to identify, formulate and solve problems independently and to complete tasks within predetermined time frames;
5. demonstrate the ability to present and discuss information, problems and solutions within marketing management in speech and writing and in dialogue with different audiences; and
6. demonstrate the skills required to work independently in marketing management.

Judgement and Approach

Graduates of the programme understand the scientific, social, and ethical aspects of practical work and research in marketing management, including the role, use, and development of knowledge.

Corresponding Objectives:

Graduates of the programme will be able to

7. demonstrate the ability to make assessments in Business Administration taking into account relevant scientific, social and ethical aspects; including specifically to define concepts and theoretical perspectives on ethical and responsible marketing management relevant for international and culturally diverse settings.
8. demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used; and
9. demonstrate the ability to identify their need for further knowledge and ongoing learning.

Mission Driven

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

Corresponding Objectives:

Graduates of the programme will be able to

10. demonstrate knowledge of marketing management for business renewal in national and international markets.

The above are in accord with the intended learning outcomes for a bachelor degree set bySwedish National Agency for Higher Education and JIBS mission.

Innehåll

Marketing Management is a programme for anyone interested in a career as leader in the areas of marketing - including business development, logistics, sales, and communication. For this reason, the core of the programme is business administration with a distinct emphasis on marketing and leadership. The programme also places special emphasis on the international aspects of contemporary markets and entitles students to study abroad for one semester. All courses are taught in English and the fact that JIBS programmes are open to students from around the World, reinforces the international atmosphere.

The first two years of study are focused on basic courses in business administration and economics to educate students about the key functions in regards to business as well as the market. In accordance to the programme aim, several of these courses are specifically designed to provide students with a broad understanding of the various parts of marketing management. To enable graduates to take the lead in projects, courses specifically aimed at providing a foundation in this area are also included.

The following paragraphs outline the mandatory courses of the program:
Semester 1
The course *Entrepreneurship and Business Planning* introduces the student to entrepreneurship and its role in society. The course is structured along the entrepreneurial process and provides an overview of the different aspects of a firm and its environment (from venture idea, business model, strategy, through market planning and marketing to finance and accounting). It also immediately involves students in one of the key areas of focus at JIBS, entrepreneurship. The students completing the course will have the ability to explain fundamental interrelationships between the key areas of business administration and entrepreneurship, and between a firm and its surrounding international environment.

In the parallel course *Principles of Project Management*, students will be introduced to the issues in the management of projects, and an appreciation of the complexities involved in managing them within the constraints of time, cost and performance. It starts with the basics of project management framework and then will move to its knowledge areas in order to develop the skills for effective planning of projects to deliver products, processes and services on time.

The course *Basic Financial Accounting* aims to equip students with basic knowledge in accounting theory and practice to be applied in a business entity. As an introductory course it is designed to give an overall picture of the accounting cycle and to help students understand more advanced accounting. Important topics covered during the course include basic financial accounting concepts according to the International Accounting Standards Board (IASB), recording of selected business transactions, preparation of annual accounts and annual reports and an introduction to financial statements.

The parallel course *Business and Academic Communication I* uses a genre-based approach to identify the features of spoken and written communication in business and academic contexts to enable students to apply these to practical situations in international entrepreneurial and business environments and cultural settings. It has a clear aim to meet the demand for excellent writing and oral communication skills at university level as well as professionally in a future of

international (marketing) management.

Semester 2
The course *Organization and Leadersh*ip focuses on different theoretical frames in organization and leadership. Included in this focus is to appraise the importance and significance of gender, diversity and ethics. As part of the course, the students work with a project in which they identify and evaluate organizational and leadership problems. These projects exhibits a rich variety of international contexts in which theories and models are applied.

The purpose of the parallel course *Supply Chain Management* is to introduce students to the basic principles and practices of supply chain management in a local and global context. Topics include the identification and functioning of the members of the supply chain, and how they interact for efficiency and profitability using resources and people.

The course *Marketing Management* introduces the student to the core components of marketing and the components of marketing strategy. This includes the marketing management process, marketing as a cross-functional process, the need for and use of information in marketing, marketing in theory and practice in the light of business ethics, growth and renewal.

The parallel course *Purchasing and sales* aims to the student's ability to work creatively and actively in purchasing and sales, specifically in relevant techniques and methods for purchasing and sales. Important parts of the course include sales (including complex sales), the changing role of purchasing, entry strategies, sales methods, and the evaluation of buyer/seller relationships, strategic purchasing and ethics involved in these transactions.Organization and Leadership focuses on different theoretical frames in organization and leadership. Included in this focus is to appraise the importance and significance of gender, diversity and ethics. As part of the course, the students work with a project in which they identify and evaluate organizational and leadership problems. These projects exhibits a rich variety of international contexts in which theories and models are applied.

Semester 3
The course *Business Statistics I* supports the student’s ability to perform empirical work. This is important for both courses in the second and the third year including the thesis course at the end of the third year. The students are trained to use a variety of statistical measures and models, scientific perspectives and methods for generating, analysing and interpreting material from studies of organizations that operate in national as well as international contexts.

The parallel course *Electronic commerce* presents basic knowledge of electronic commerce from three perspectives namely business, technology and society. Topics covered include the marketing and business models brought by the Internet, the legal aspects associated with the Internet such as contract law, consumer protection, intellectual property rights and taxation as well as the electronic commerce infrastructure, the principles for electronic payments and interface design.

The course *Marketing Communication* gives a broad introduction to marketing communication as professional and academic covering the theories, methods and working processes which underpins marketing communication planning, execution and evaluation. Specific topics covered include target group analysis, communication strategy and objectives, communication tools and actors included the general marketing communication market as well as creative

strategies, media choice and media planning.

The parallel course *Microeconomic Principles and Mathematics for Economics* focuses on core principles in microeconomics, which includes consumer behaviour in goods and factor markets, producer behaviour in goods and factor markets, different market forms such as perfect competition and monopoly, the foundation of welfare theory, the cause and effect of market failure, allocation and distribution effects from taxation and externalities and their effect.

Semester 4
The course *Corporate Finance I* teaches student to use the right methods for making optimal financing and investment decisions. The course introduce students to the fundamental concept of the time value of money, relationship between risk and return, and short- and long-term financial planning. It builds on prior knowledge from financial accounting and statistics courses. It also stresses the importance of ethical behaviour of managers and the European corporate governance principles. The Swedish guidelines for good Corporate Governance practices have also been included into the course material. Electronic learning materials have been integrated into the course, enabling the students to exercise calculation tasks at home.

The parallel course *Business Ethics* provides a valuable contribution to the programme by highlighting the importance of applying ethical principles to key areas of business practice and providing a theoretical foundation for ethical decision-making.

The course *International Marketing* begins with an overview of the theoretical bases of international marketing. These include international trade theories, export behaviour theories and motives, network models and the international environmental factors that influence the firm such as cultural, political and legal. Following this, the main planning and strategic international marketing decisions are examined. This includes the selection of international markets and entry modes. Finally, the tactical international marketing decisions such as pricing, financing, supply chain and promotion activities are presented.

The parallel course *Research methods, Design, Implementation and Analysis* provides the student with the necessary knowledge and skills needed to plan, develop and analyse research. Topics include epistemology, literature review, the research process (including the various research methodologies) and interpretation of the research findings.

Semester 5
During this semester, students have the chance to personalize their degree. In the fifth semester, students study elective courses,either abroad or at JIBS or do an internship. Should students study abroad, students need to take 30 credits including 7.5 credits in Business Administration preferably at a G2F level. In the elective semester, students can alternatively choose to take 15 credits in Economics at JIBS or abroad if they wish to obtain a Bachelor of Science in Business and Economics with a major in Business Administration. Overall the recommendation is to select courses within the specialization but some complementary topics might be relevant, given students' personal preferences, further studies, and career-plans. Students are recommended to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law and language. Students choose the courses at a partner university in coordination with JIBS faculty, and accreditation of the courses is also conducted by JIBS faculty. An option to international exchange is to stay at JIBS, with the same limitation on types of courses as there are for students studying abroad. The elective semester at JIBS can include an academic internship of 7,5 or 15 credits as part of the course package.

Semester 6
During the sixth and final semester the degree is further individualized through a Bachelor

thesis. Each student is required to write a 15 credit thesis in business administration, with a special focus on marketing, under the supervision of a tutor knowledge able in the subject area of the student's thesis. In parallel to the thesis work, students are required to take a course in Marketing Law and a specialist marketing course (Brand Management).

The course *International Marketing Law and Consumer Protection* embraces general rules concerning establishment of companies, marketing and competition, as well as consumer protection and concerns both private law and public law. Other areas of interest are contract law, tort law and intellectual property law (such as branding and trade marks).

The course *Brand Management* provides the foundations of brand management. It aims to provide understanding for the logic behind and rationale for branding, as well as knowledge and competence for managing brands – be it for B2B or B2C markets and towards internal audiences. For marketing managers, Brand Management provides the link between the organisation (and marketing activities) and the final consumer while also playing a role in business marketing.

Kurser

Obligatoriska kurser

Kursbenämning	**Hp**	**Huvudområde**	**Fördjupning**	**Kurskod**
Bachelor Thesis in Business Administration	15	Företagsekonomi	G2E	JBTP17
Basic Financial Accounting	7,5	Företagsekonomi	G1N	ACBG13
Brand Management	7,5	Företagsekonomi	G2F	JBMN14
Business and Academic Communication 1	7,5	Engelska	G1N	EGAG13
Business Ethics	7,5	Företagsekonomi	G1F	MGEK13
Business Statistics 1	7,5	Statistik	G1N	FSFG13
Corporate Finance 1	7,5	Företagsekonomi, Nationalekonomi	G1F	FSAK13
Electronic Commerce	7,5	Informatik	G1N	MLAG13
Entrepreneurship and Business Planning	7,5	Företagsekonomi	G1N	ENAG13
International Marketing	7,5	Företagsekonomi	G2F	MLIN13
International Marketing Law and Consumer Protection	7,5	Handelsrätt	G1N	JIMG14
Marketing Communication	7,5	Företagsekonomi	G2F	MLHN13
Marketing Management	7,5	Företagsekonomi	G1F	MLBK13
Microeconomic Principles and Mathematics for Economics	7,5	Nationalekonomi	G1N	JMEG14
Organization and Leadership	7,5	Företagsekonomi	G1N	MGAG13
Principles of Project Management	7,5	Företagsekonomi	G1N	MGBG13
Purchasing and Sales	7,5	Företagsekonomi	G1F	MLDK13
Research Methods: Design, Implementation and Analysis	7,5	Företagsekonomi	G1F	JRMK14
Supply Chain Management	7,5	Företagsekonomi	G1F	MLCK13

Valbara kurser

Kursbenämning	**Hp**	**Huvudområde**	**Fördjupning**	**Kurskod**
Business Statistics 2[1]	7,5	Statistik	G1F	JB2K17

Business to Business Marketing[1]	7,5	Företagsekonomi	G2F	MLGN13
Leadership[1]	7,5	Företagsekonomi	G2F	MGHN13
Service Management and Marketing[1]	7,5	Företagsekonomi	G2F	MLFN13

Valfria högskolepoäng
1) In Semester 5, students have options for courses either at JIBS or through exchange. The courses noted during this period are default courses at JIBS if the students do not participate in exchange, academic internship or actively select other courses.

Programöversikt
Årskurs 1

Termin 1		Termin 2	
Period 1	Period 2	Period 3	Period 4
Entrepreneurship and Business Planning, 7,5 hp	Basic Financial Accounting, 7,5 hp	Organization and Leadership, 7,5 hp	Marketing Management, 7,5 hp
Principles of Project Management, 7,5 hp	Business and Academic Communication 1, 7,5 hp	Supply Chain Management, 7,5 hp	Purchasing and Sales, 7,5 hp

Årskurs 2

Termin 3		Termin 4	
Period 1	Period 2	Period 3	Period 4
Business Statistics 1, 7,5 hp	Marketing Communication, 7,5 hp	Business Ethics, 7,5 hp	International Marketing, 7,5 hp
Electronic Commerce, 7,5 hp	Microeconomic Principles and Mathematics for Economics, 7,5 hp	Corporate Finance 1, 7,5 hp	Research Methods: Design, Implementation and Analysis, 7,5 hp

Årskurs 3

Termin 5		Termin 6	
Period 1	Period 2	Period 3	Period 4
Valfria poäng, 30 hp		International Marketing Law and Consumer Protection, 7,5 hp	Brand Management, 7,5 hp
Business to Business Marketing [1], 7,5 hp	*Business Statistics 2 [1], 7,5 hp*	Bachelor Thesis in Business Administration, 15 hp	
Leadership [1], 7,5 hp	*Service Management and Marketing [1], 7,5 hp*		

Undervisning och examination
To pass a course, the student needs to fulfil all the course requirements. Examination can be executed in the form of written exam, oral exam, term papers, group and/or individual presentation, and seminar participation. 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. The university is not obligated to offer re-exams in courses a student has already passed. Mandatory workshops, seminars, 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 and mandatory assignments, only Pass or Fail is given

Förkunskapskrav
Grundläggande behörighet samt Matematik 3b eller 3c, Samhällskunskap 1b eller 1a1 och 1a2.
Eller: Engelska 6/B, Matematik C, Samhällskunskap A.

Villkor för fortsatta studier
To be eligible for study abroad, the student should, at the time of the study abroad application, have completed at least 75 percent of the programme course credits scheduled prior to the study abroad.

The following requirement need to be met for students to proceed to the next academic year within the program.
For academic year 2 and 3:

- within the program not fall behind more than 30 credits.

Examenskrav

To obtain the Bachelor of Science with a major in Business Administration, the student shall complete the course requirements of at least 180 credits, where 90 credits constitute business administration, (with the inclusion of Bachelor thesis of 15 credits).
To be eligible for a Bachelor degree in the field of Business Administration at Jönköping International Business School (JIBS) the student must successfully complete at least 6,0 credits within each of the following areas:
Accounting
Finance
Marketing
Organization
To fulfil the Marketing Management programme the student must: (1) fulfil the above listed qualification requirements and (2) complete all courses that are listed as mandatory courses in the contents section, or their equivalent.

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 representatives for each track of the programme and each study year of the programme. The student representatives and the programme managers 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 manager, student representatives, JSA and faculty meet annually to discuss the entire programme.

Course level

On the course level, student representatives from the course and the course responsible 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 in PingPong, and student representatives evaluate the course on the aggregate level and communicate with the programme manager and the course responsible.