



## Programme syllabus

School of Business and Economics

Marknadsföring, masterprogram, 120 högskolepoäng

Marketing, Master Programme, 120 credits

### Level

Second cycle

### Date of Ratification

Approved 2009-03-26.

Revised 2023-09-13.

The programme syllabus is valid from autumn semester 2024.

### Prerequisites

General entry requirements for second-cycle studies and specific entry requirements:  
Bachelor Degree in Business Administration, with a minimum of 30 credits in  
Marketing

English 6 or the equivalent

## Description of Programme

The two-year master program in Business Administration with specialization in Marketing offers students from around the globe to develop analytical thinking and expertise in marketing and marketing management. This encompasses both implementation, consolidation, and communication of value-creating processes. A large part of the course program is devoted to building a deeper understanding of marketing theory compared to under-graduate studies. Topics such as the digitalization, sustainability, and internationalization of marketing are emphasized in marketing and marketing management. The development of skills to maintain a strategic approach in interpreting and handling various practical challenges is sought after in the program. The first semester includes an introduction to organizing and conducting scientific problem-solving in a marketing context in the first course, "Applied Marketing Analysis". The second course illustrates the key aspects of "Digital Business Strategy" such as digitalization of strategy, international market entry and international branding. In the second semester "Managing Innovation and Entrepreneurship" discusses what managers need to organize successful innovation. Courses in research methodology finish the first year of the program. The second year offers two courses followed by the

degree project. The “Contemporary Marketing Research” introduces and encourages students to analyse various styles of contemporary marketing management text. Finally, “Electronic Business Management” provides students with concepts and frameworks to manage online business activities related to e-Business in various contexts. After all courses students complete the program with a 30-credit degree project. These carefully selected courses help students to write their degree project and foster skills needed to pursue career goals. The program is suitable for individuals who want to work with qualified tasks within marketing and marketing management, for example, in government agencies, private organizations, and companies. A master's degree in marketing from Linnaeus University also provides an excellent preparation for further studies in marketing at the doctoral level.

## Objectives

*Central degree objectives in accordance with the Higher Education Ordinance*

### **Knowledge and understanding**

For a Degree of Master (Two Years) students must

- demonstrate knowledge and understanding in their main field of study, including both broad knowledge in the field and substantially deeper knowledge of certain parts of the field, together with deeper insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

### **Skills and abilities**

For a Degree of Master (Two Years) students must

- demonstrate an ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even when limited information is available,
- demonstrate an ability to critically, independently and creatively identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits, so as to contribute to the development of knowledge and to evaluate this work,
- demonstrate an ability to clearly present and discuss their conclusions and the knowledge and argument behind them, in dialogue with different groups, orally and in writing, in national and international contexts, and
- demonstrate the skill required to participate in research and development work or to work independently in other advanced contexts.

### **Judgement and approach**

For a Degree of Master (Two Years) students must

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work,

- demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used, and
- demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

#### *Programme specific objectives*

- extract concrete theoretical and managerial implementations, and convey gained insights in a pedagogical manner.
- display skills to collect, analyse and apply information in a relevant decisive marketing context with academic approach.

This is in accordance with the intended learning outcomes set for a masters' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

## Content

### *Organisation*

The Programme is placed and taught at the School of Business and Economics.

The Programme has a programme coordinator who has overall responsibility for the Programme, who serves as representative and coordinates programme-related issues. The coordinator is responsible for the Programme's content and development and works actively for good relationships and communication. This takes place with teachers teaching the Programme by means of continuous dialogue, with programme students through a programme council and with working life through collaboration with trade and industry and interaction with other relevant stakeholders.

### *Programme Overview*

The first year consists of four courses which are applied marketing analysis (AMA), digital marketing strategy (DMS), managing innovation and entrepreneurship (MIE), and courses in research methodology at second level. During the second year a course in contemporary marketing research (CMR) is offered as well as e-business management (E-BM). The programme is completed with a degree project. All courses are given in English. Courses within the programme can, in agreement with the programme coordinator, be exchanged. The programme coordinator will then be responsible for assessing whether the programme objectives still can be met.

### *Programme courses*

#### **Year 1:**

- Applied Marketing Analysis, 15 cr, A1N, (Mandatory),\*

The objective of this course is to elucidate academic approaches for solving marketing managerial dilemmas. It emphasizes on the importance of data to marketers as a vital foundation to plan and develop marketing strategies that create value for the firm. The course contains a comprehensive introduction to scientific problem-solving - its logic, process, and structure. The introduction also includes an analysis of the academic

writing process. In addition, the course includes an introduction to methods for scientific analysis. This part of the course will provide theoretical understanding of methods and will be based on practical examples in order to provide concrete knowledge about market research.

- Digital Business Strategy, 15 cr, A1N (Mandatory),\*

The objectives of this course are to critically discuss advanced frames of digitalization, international marketing strategy and reflect on current academic research in the field.

- Managing Innovation and Entrepreneurship, 15 cr, A1F (Mandatory),\*

The objective of this course is to discuss the managerial aspects of organizing innovation in both established and entrepreneurial firms. The course explains innovation-based strategies, designing innovation processes, organizing internal and external sources of innovation, and continuously building and commercializing valuable innovations. Students practice entrepreneurship and start an innovative business in the course.

- Qualitative Methods and Applications, 7.5 credits, A1F, (elective), \*

The objectives of the course is to critically discuss and apply qualitative and postpositivist methods within social sciences and business administration.

- Quantitative Methods and Applications, 7.5 credits, A1F, (elective), \*

The objectives of the course is to critically discuss and apply quantitative methods within social sciences and business administration.

Alternatively,

- Degree project in Business Administration (master), 15 cr, A1E, (elective)\*,

The degree project aims for the students to perform a master thesis within the main field of study Business Administration; independently selecting a relevant topic, conduct thesis work and opposition seminars. Overlaps, and not applicable, with the 30 credits degree project.

## **Year 2:**

- Contemporary Marketing Research, 15 cr, A1F, (Mandatory),\*

The objectives of this course are to develop logical arguments on different marketing research areas and analyse theoretical and empirical peer-reviewed articles within the marketing field. Students will synthesize, compare and contrast various texts and conduct a literature review.

- E-Business Management, 15 cr, A1F, (Mandatory),\*

The objective of this course is to discuss the concept of e-business management. Related topics such as e-supply chain management and e-marketing will be covered. Students practice to analyse, assess and deal with complex e-business cases through various assignments in the course.

- Business Administration with specialization in Marketing, Degree Project, 30 cr, A2E, (Mandatory),\*

The objective of this course is to plan and conduct a comprehensive degree project. Students, in an ethical manner, should independently identify a relevant research problem within the marketing area, employ relevant theories and rigorous research methods, retrieve data and analyse data, extract concrete theoretical and managerial implications from the results of the study, and write and present the degree project.

Some of the courses on the programme are studied together with students from other programmes and single subject courses and may be taught in another order.

\* course in the main field of study Business Administration

A Master's programme of 120 credits must, in accordance with the Higher Education Ordinance, contain at least 60 credits of specialised study in the main field, of which a degree project of at least 30 credits. At least 90 credits should comprise courses at second cycle in accordance with the local rules (Ref. no. 2014/442–1.1). Courses previously given within the same programme code, EAMF2, can also be included in the programme degree and thus replace courses with equivalent content.

#### *Societal relevance*

The degree programme has a clearly defined connection with the business sector as it builds on empirical research traditions within the subject areas in question which encompass the latest trends and changes relating to marketing. Furthermore, case study companies are used in several of the degree programme's courses as well as guest lecturers teaching in a number of different course components.

#### *Internationalization*

There is no option of exchange studies within the framework of the Programme.

#### *Sustainable social development*

Teaching methods vary between courses and can consist of lectures, tutorials and seminars. An important element of many courses is work in study groups where students train to lead discussions and seminars for a larger group. The scheduled teaching covers a small part of the working week. In addition, students need to study a lot on their own. As a student, you report your knowledge and skills individually and in groups through various forms of examination. incl. sustainable development, equal terms, a widened knowledge perspective and entrepreneurial approach, as well as other perspectives.

## Quality Development

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council and feedback is then provided to students and archived. Programme students actively participate in the follow-up and

development of the programme through the programme council and through student representatives in the faculty-wide Education Council. All programmes of the School of Business and Economics also undergo quality analyses based on standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system, with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' faculty-wide quality plan governs, among other things that a recurrent programme analysis is conducted and that course evaluations are monitored. As a part of the annual university-wide survey, the Linnaeus barometer, all students are asked about their experience of their education related to different quality aspects.

## Degree

After completing their studies which correspond to the requirements stated in the Higher Education Ordinance and in Linnaeus University's local Degree Ordinance, students may apply for a degree. Students, who have completed the Marketing, master programme, can obtain the following degree:

Students from first cycle with a Bachelor of Science in Business and Economics, main field of study: Business Administration, may obtain the following degree:

Master of Science (120 credits) in Business and Economics with specialisation in Marketing  
(Main field of study: Business Administration)

Students whom have completed one year of the programmes' two years and, meet the requirements of a master's degree (60 credits), may obtain the following degree:

Master of Science (60 credits) in Business and Economics with specialization in Marketing  
(Main field of study: Business Administration)

The degree certificate is bilingual (Swedish/English). A Diploma Supplement (English) will be provided along with the degree certificate.

## Other Information

In order to be admitted to the courses on the programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course. Should deviations be found between the Swedish and English version of this programme syllabus, the Swedish one is superior.