



Programme syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

Marknadsföring, masterprogram, 120 högskolepoäng
Marketing, Master Programme, 120 credits

Level

Second Level

Establishment of Programme

Established by Organisational Committee 2009-03-26

Date of Ratification

Approved by Organisational Committee 2009-09-15

The programme syllabus is valid from autumn semester 2010

Prerequisites

Basic eligibility for second level studies and special eligibility:

- a degree of Bachelor in Business Administration, with a specialisation in Marketing (or corresponding subjects) with a minimum of 60 higher education credits in Marketing or the equivalent.
- English B or the equivalent.

Description of Programme

The objective of the programme is that students should develop the ability to work with qualified management tasks in marketing, through business development, innovation, product development, strategy and design management in industry, in a national and international context and participate in research and advanced project work in these areas.

Objectives

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 deeper methodological knowledge in their 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 arguments 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.

Content

Organization

The programme is administered by the Faculty of Economics and Design and is offered by the School of Management and Economics.

The coordination of the programme is the responsibility of the programme director, who also works to assure the quality of the programme, from individual contacts with students to course and programme development. A lecturer is responsible for each course. The programme has programme council with representatives for each year, with responsibilities for working with the quality and development of the programme.

Program overview

The first year consists of 3 courses each with a focus on one of the main areas of the programme: business development, innovation/product development and internationalization. In addition in the first year the first of the collective courses in methodology is included at second level. During the second year a course in Design Management is offered as well as a second course in methodology. The programme is completed with a degree dissertation project. All courses at second level are given in English.

Courses in the programme

Year 1

Business Development, 15 higher education credits, AIN, (obligatory),*

Business Development by Innovation, Product Development and Product Revision, 15 higher education credits, A1N (obligatory),*

International Marketing Strategy, 15 higher education credits, A1N (obligatory),*

Qualitative and Qualitative Methods and Applications, part I, 15 higher education credits, A1F, (obligatory),*

Year 2

Innovation, Product Development and Product Revision by Design Management, 15 higher education credits, A1F, (obligatory),*

Qualitative and Qualitative Methods and Applications, part II, 15 higher education credits, A1F, (required),*

Degree Project, 30 higher education credits, A2E, (obligatory),*

The degree project should be written within the framework of one of the modules 1, 2, 3

or 5.

* Belongs to the main subject of the programme, Business Administration.

Courses can be offered in an alternative sequence.

Community contacts

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.

Study abroad

Studies abroad can be pursued within the framework of the programme in consultation with the programme director. Students will be able to choose from the range of agreements with foreign higher education institutions offered by Linnaeus University. Students will be encouraged to initiate contacts with universities and other higher education institutions outside of these agreements if so desired.

Scope of the programme

Working with diversity means utilizing and valuing diversity among colleagues, students and other cooperating partners. In the courses Business Development and Business Development by Innovation, Product Development and Product Revision questions about sustainable development, diversity, equality and ethics are discussed.

Quality Development

The programme has a programme director with overall responsibility, a programme council and a programme group of lecturing staff. The programme director is ultimately responsible for the administration, quality development and the quality evaluation of the programme. The programme director has a continuous dialogue with the programme group, consisting of the lecturing staff teaching on the programme.

Continuous evaluations of courses will be made by students. Individual evaluations are compiled and distributed according to current routines. Students are represented in all decision-making bodies to ensure that they exercise influence in the ongoing development of the programme.

Reflections and experiences are evaluated each year on at least one occasion, usually a meeting of the programme council, where changes in courses, integration between courses and pedagogical and knowledge development are brought up in discussions between the students and the programme director. An invitation is extended to all students and teachers involved to attend meetings of the programme council.

Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance degree order as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed Marketing, Master Programme, 120 higher education credits, may obtain the following degree::

Students with a bachelor of social science degree from the first level may obtain the following degree:

Filosofie masterexamen med inriktning mot marknadsföring
(Huvudområde: Företagsekonomi)

Master of Science (Two Year) with specialization in Marketing (Main field of Study: Business Administration)

Students with a Bachelor of Science in Business and Economics degree from the first level may obtain the following degree:

Ekonomie masterexamen med inriktning mot marknadsföring
(Huvudområde: Företagsekonomi)

*Master of Science (Two Year) in Business and Economics with specialization in Marketing
(Main field of study: Business Administration)*

The degree certificate is bilingual (Swedish/English). The degree certificate is accompanied by a Diploma Supplement (English)