



Programme syllabus

School of Business and Economics

Marknadsföring, masterprogram, 120 högskolepoäng

Marketing, Master Programme, 120 credits

Level

Second Level

Date of Ratification

Approved 2009-03-26

Revised 2015-09-10 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2016

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 B/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. All students with different backgrounds practice marketing research and the application of marketing management theories in the first course, which is called “Applied Marketing Analysis”. The second course illustrates the key aspects of “International Marketing Strategy” such as international market entry and international branding. In the second semester “Managing Innovation and Entrepreneurship” discusses what managers need to organize successful innovation. Research Methodology is the last course in 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 analyze 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.

Objectives

Principal goals 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 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 organized and offered by the School of Business 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 in applied marketing analysis (APA), international marketing strategy (IMS), and managing innovation and entrepreneurship (MIE). In addition in the first year the course in research methodology is included 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 at second level are given in English.

Courses in the programme

Applied Marketing Analysis, 15 credits, AIN, (obligatory),*

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

Managing Innovation and Entrepreneurship, 15 credits, A1F (obligatory),*

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

Year 2

Contemporary Marketing Research, 15 credits, A1F, (obligatory),*

E-Business Management, 15 credits, A1F, (obligatory),*

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

* 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

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

Scope of the programme

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.

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 credits, may obtain the following degree::

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

Master of Science (120 credits) 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:

Master of Science(120 credits) 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).

Other Information

In order to be admitted to the courses on the programme the specific requirements stated in each course syllabus must be fulfilled by the start of the course.