



Programme syllabus

School of Business and Economics

The International Marketing Programme, 180 högskolepoäng
The International Marketing Programme, 180 credits

Level

First cycle

Date of Ratification

Approved 2024-09-11.

The programme syllabus is valid from autumn semester 2025.

Prerequisites

General entry requirements + Mathematics 3b alt. Mathematics 3c, Civics 1b alt. Civics 1a1 +1a2 and English 6.

Description of Programme

The purpose of the programme is to provide students with the knowledge, skills, and understanding required for independent and developmental work with marketing-oriented tasks. The education predominantly consists of various courses in the field of marketing, such as branding, product development, and experience economy with a perspective of value creation for both consumers and organizations. Emphasis is placed on Education for Sustainable Development, which means that students are given the opportunity to acquire a set of competencies important for a changing future. The programme includes students with diverse international backgrounds. The international environment creates opportunities to perform tasks in a context with people from different cultural backgrounds during the years of education. This stimulates questioning of the taken-for-granted to see other solutions and work on accepting others' viewpoints and ways of being. After graduation, students should be able to identify organizations' markets and suggest how to meet these markets. Students will be able to work with marketing both in Sweden and internationally.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance

Knowledge and understanding

For a Degree of Bachelor the student shall:

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and skills

For a Degree of Bachelor the student shall:

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

Judgement and approach

For a Degree of Bachelor the student shall:

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

Programme specific objectives

- Evaluate value creation.
- Use competences related to Education for Sustainable Development.

This is in accordance with the intended learning outcomes set for a bachelors' 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 team of programme coordinators who have overall responsibility for the Programme, who serves as representatives and coordinates programme-related issues. The coordinator is responsible for the Programme's content and development and works actively for good relationships and communication, with both internal and external stakeholders. This is conducted internally together with teachers within the scope the Programme by means of continuous dialogue, with programme students through a programme council and externally through collaboration with trade and industry and interaction with other relevant stakeholders.

Programme Overview

The International Marketing Programme is taught in English and requires a total of 180 higher education credits to complete. Students are provided theoretical knowledge in the primary subject, business administration, as well as in economics and/or law. The

programme's teaching methodology is based on problem-based learning. Progression for both skills connected to Education for Sustainable Development as well as academic skills is clear throughout the programme.

Mandatory courses within the programme can, in agreement with the programme coordinator, be exchanged. The programme coordinator will then be responsible for assessing whether the central degree objectives still can be met, despite the course exchange.

Programme courses

Semester 1

- Fundamentals of Business Administration for Marketers, 12.5 cr, G1N (mandatory)*,

The course provides fundamental knowledge of marketing and business accounting. The objective is to provide an orientation to the field of marketing, with the underlying purpose being to equip the students with relevant knowledge of the two subjects as a starting point for upcoming academic challenges.

- Basic Micro Economic Theory for Marketers, 10 cr, G1N (mandatory)°,

The course provides an introduction to Economics on a fundamental level, including relevant linkages to marketing. The objective is to highlight the role of economic theory in the context of Marketing, with the underlying purpose being to provide fundamental knowledge as well as an economics perspective on marketing.

- Statistics for Marketers I, 7.5 credits, 7.5 cr, G1N (mandatory)%,

The course introduces fundamental knowledge and a basic orientation in statistics. The objective is to provide the students' knowledge in the field of statistics itself, as well as in relation to a marketing context, with the underlying purpose being to contextualise statistics as a part of the field of Marketing.

Semester 2

- From the Perspective of the Customer, 30 cr, level (mandatory)1),

The course departs from a customer centred perspective. The objective is to highlight the customer as a central stakeholder in the field of Marketing, with the underlying purpose being to provide knowledge of marketing messages, consumer behaviour and statistics to emphasize the role of the customer.

Semester 3

- The Offering, 30 cr, G1F (mandatory)*,

The course covers knowledge in product development, branding and pricing. The objective is to develop the student's insights in the core topics within the field of Marketing, with the underlying purpose being to further develop knowledge in each of these central topics.

Semester 4

- Studies abroad

Students are encouraged to spend this semester abroad. During such studies abroad, students have to read at least one course in Economics and /or Legal Science. In addition, courses in Business Administration can account for maximum 50% of full-time studies. Other subjects may be included, but all courses must be relevant for the programme and be pre-approved by the programme coordinator.

Alternatively, studies within the programme according to the following courses:

- Entrepreneurship: Individuals, Organizations and the Society, 7.5 cr, G1N (mandatory)*,

The course covers knowledge in fundamental entrepreneurship theory from three perspectives. The objective is to introduce entrepreneurship theory as well as contextualising entrepreneurship with relevance to the field of Marketing, with the underlying purpose being to provide insights in entrepreneurship and its relevance for marketers.

- Management Control and Finance, 7.5 cr, G1F (mandatory)*,

The course covers different models for costs, investments and financial information. The objective is to provide knowledge on the financial perspective of marketing, as well as improve financial analysis, with the underlying purpose being to equip the student with relevant financial knowledge and its relationship to Marketing.

- Introduction to International Law, 7.5 cr, G1N (mandatory)?,

This course focuses on the basic aspects of international business law. The purpose is to enhance knowledge on how legal material is found and analyzed within the framework of the course, with the purpose to provide understanding of international business law in relation to marketing.

- Macroeconomics and Sustainability with Marketing Perspectives, 7.5 cr, G1F (mandatory)2),

The course contextualises Economics and sustainability within Marketing. The objective is to provide an interdisciplinary approach to marketing studies, with the underlying purpose being to provide insights on how marketing can be viewed from a combined approach departing from Economics and sustainability.

Semester 5

- Value Creation, 30 cr, G2F (mandatory)*,

The course covers perspectives on research, marketing communication, experience marketing and a term project. The objective is to provide knowledge the importance of perspectives onto methodological considerations, to understand and create a communication and experience process, as well as a term project, with the underlying purpose being to prepare the student with deepened academic abilities and practical skills, relevant for marketers.

Alternatively,

- The choice of equivalent studies abroad

This semester can be studied abroad, the courses need to be of relevance to the programme and they have to be pre-approved by the programme coordinator.

Or

- Participation in approved double degree-programmes, 60 credits

Semester 6

- Independent Degree Project of the Marketing Programme with integrated Method (Bachelor), 30 cr, G2E (mandatory)*,

The course contains an independent study, a method module and the bachelors' thesis. The objective is to prepare and conduct a study within the scope of the thesis, with the underlying purpose being to employ knowledge in marketing from an informed position and conduct research at the Bachelor's level.

Alternatively,

- Participation in approved double degree-programmes, 60 credits

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

° course in Economics

% course in Statistics

? course in Legal Science

1) consists of 7.5 credits Statistics and 22.5 credits Business Administration

2) consists of 5 credits Economics and 2.5 credits of Business Administration

In accordance with the Higher Education Ordinance a Bachelor's degree programme, of 180 credits in total, is obligated to include at least 90 credits of studies in the main field and in a progressive study manner, whereby a degree project of at least 15 credits. For additional information, please see The Local System of Qualification at Linnaeus University. Courses previously given within the same programme code, EGTMP, can also be included in the programme degree and thus replace courses with equivalent content.

Societal relevance

Project tasks are largely formulated in such a way that students can carry them out based on case studies together with organisations.

Internationalisation

Students are encouraged to spend their fourth and/or fifth term at a university abroad. Students can choose from the range of exchange agreements that Linnaeus University has with universities abroad. Opportunities for Double Degrees at partner universities during year three are also an available option.

Internationalisation is a natural part of the programme not the least due to its intake of international students. It is actively applied in examples, cases and perspectives, which are presented and discussed during the programme. The programme contains several modules discussing culture and the impact of cultural differences on marketing efforts.

Sustainable social development

The programme also covers aspects of diversity. Ethics and ethical considerations are dealt with during the span of the programme. Sustainable development is discussed from a perspective of restrictions, as well as opportunities to create new value and competitive advantages. A fundamental issue for the programme is to convey and practice competences connected to Education for Sustainable Development.

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 Director 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 a quality analysis based on the 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 requires, among other things, that a recurrent programme analysis is conducted and that course evaluations are monitored. As part of the university-wide survey, the Linnaeus Barometer, students are asked about their experiences of their education in terms of different quality aspects.

Degree

After having completed their studies in accordance with the requirements stated in the Qualification Ordinance of the Higher Education Ordinance and in Linnaeus University's local qualification ordinance, the student may apply for the award of a qualification. Students who have completed the programme International Marketing Programme may obtain the following qualification:

Degree of Bachelor of Science with Specialization in Marketing

Main field of study: Business Administration

Filosofie kandidatexamen inriktning mot marknadsföring

Huvudområde: Företagsekonomi

The degree certificate is issued in two languages (Swedish and English) and is accompanied by a diploma supplement in English.

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.

In the event of any discrepancies between the Swedish and the English version of this programme syllabus, the Swedish version shall prevail.