Programme Curriculum for Master Programme in International Marketing and Brand Management

1. Identification

<table>
<thead>
<tr>
<th>Name of programme</th>
<th>Master Programme in International Marketing and Brand Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope of programme</td>
<td>60 ECTS</td>
</tr>
<tr>
<td>Level</td>
<td>Master level</td>
</tr>
<tr>
<td>Programme code</td>
<td>EAGIB</td>
</tr>
<tr>
<td>Decision details</td>
<td>2018-10-11</td>
</tr>
</tbody>
</table>

2. Programme description

The overall purpose of the programme is to provide students with breadth and depth in central areas of the subject matter of international marketing and brand management. Following this comprehensive goal, theoretical concepts, models and tools will be compared with real and complex problems in organizations in order to train the students in advanced problem solving.

The programme is organized into two tracks:

- **Track 1: Strategies for Brands and International Markets**
- **Track 2: International Consumer Trends, Brands and Innovation**

**Track 1: Strategies for Brands and International Markets** aims at introducing, explaining and applying central theories in business administration, especially with an international focus and an emphasis on marketing and branding. The track mainly discusses different areas from a management perspective. An ambition is to provide students with an academic perspective as well as an understanding of how challenges are approached from a practitioner point of view based upon theoretical models and constructs.

The track starts by introducing basic models and theories within the central areas of the international marketing and brand management. That is followed by a mandatory course on multichannel marketing, retail and internationalisation. In parallel, students choose one of two electives; either a course on sustainability and marketing ethics, or a course on on-line marketing, brands and consumers. The spring semester starts with a mandatory general course in research methods. Students also elect one of two courses on research methodology (qualitative or quantitative) and one additional elective dependant on career interests and courses available. As a final part of the track, students will conduct their own research and demonstrate their ability to independently apply the different ideas and theories introduced by the different courses. This will result in a degree project of ten weeks.

**Track 2: International Consumer Trends, Brands and Innovation** provides students with breadth and depth in central areas of the subject matters of global consumer culture evolution, brands and innovation. To reach this overall objective, the theoretical concepts, models and tools will be related...
to real and complex problems in organizations in order to train the students in applying advanced theory to real-life business challenges in branding and innovation.

This track starts by introducing theories within the subject matter of the evolution of consumer culture and brands, followed by a course on models and tools for innovation. That is followed by a mandatory course on the value of brands in a consumption society. In parallel, students choose one of two electives; either a course on sustainability and marketing ethics, or a course on on-line marketing, brands and consumers. The spring semester starts with a mandatory general course in research methods. Students also elect one of two courses on research methodology (qualitative or quantitative) and one additional elective dependant on career interests and courses available. As a final part of the track, students will conduct their own research and demonstrate their ability to independently apply the different ideas and theories introduced by the different courses. This will result in a degree project of ten weeks.

Career opportunities
Graduates from this programme can seek positions in international firms within marketing, strategy, brand and product management, sales and marketing research. Knowledge in these areas of specialisation is of constant demand, and while other programme may focus on either international marketing or brand management what is exclusive for this particular programme is the combination of both these branches of learning.

Connection to further studies
Successful completion of the programme will enable students to apply to doctoral programmes in business administration.

3. Learning outcomes
In accordance with the Higher Education Ordinance, the Degree of Master (60 credits) is awarded to students who at the completion of the programme accomplish the following:

Knowledge and understanding
- demonstrate knowledge and understanding within international marketing and brand management, including both a broad command of the field and deeper knowledge of certain parts of the field, together with insight into current research and development work; and
- demonstrate deeper methodological knowledge in the field of international marketing and brand management.
- demonstrate an ability to identify relevant research topics within the broad area of international marketing and brand management and to independently design and carry out a study that investigates the issue in a relevant way.

Skills and abilities
- demonstrate an ability to integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even when limited information is available;
- demonstrate an ability to independently identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits;
- 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; and
- demonstrate the skill required to participate in research and development work or to work in other advanced contexts.
- demonstrate an ability to work individually as well as in groups with students from different cultures in order to solve practical problems as well as to manage a more extensive project.
- demonstrate an understanding of how cultural differences influence international marketing and brand management with respect to the implementation of marketing strategies and the management of the firm.
- demonstrate an understanding of the future challenges and main issues related to international marketing and brand management that are especially central for practitioners as well as in research.
Judgement and approach
- demonstrate an ability to make assessments within international marketing and brand management, 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 and ability to identify their need of further knowledge and to take responsibility for developing their knowledge.
- demonstrate an understanding of the different perspectives that the theories and constructs that are introduced during the various courses represent and how they can be combined when addressing practical and theoretical problems within the area of international marketing and brand management.

Independent project (degree project)
For a Degree of Master (60 credits) students must have completed an independent project (degree project) worth at least 15 higher education credits in international marketing and brand management, within the framework of the course requirements.

4. Course information
The initial ten weeks of the programme are organised into two tracks, and students are to specify which track they are applying for when submitting their applications for the programme. In accordance with the information above, students have a choice between a more management oriented perspective and a perspective that has an emphasis on consumer and cultural aspects; track 1 or track 2.

The programme of study is divided into two semesters, which are further divided into four study periods. Period 1 extends from late August to late October, period 2 from late October to mid-January, period 3 from mid-January to late March, and Period 4 from late March to early June.

The structure of the programme is presented below.
* Please note that certain electives may be very popular. Although we can place most students in the elective(s) of their choice, there are no guaranteed places.

Courses included
The course consists of four parts (in total 60 ECTS credits):

**Part I and Part II:** International Marketing and Strategy (7,5 cr), Strategic Brand Management (7,5 cr) and Multichannel Marketing, Retail and Internationalisation (7,5 cr) or Consumer Culture Theory and Consumer Insights (7,5 cr). From Consumer Insight to Innovation (7,5 cr) and The Value of Brands in a Consumption Society (7,5 cr). Students from both tracks then elect one of two electives; Sustainability and Marketing Ethics (7,5 cr) or On-line Marketing, Brands and Consumers (7,5 cr).

**Part III:** Research Strategy (5 cr) and one of the following: Qualitative Research Methods (5 cr), Quantitative Research Methods (5 cr), plus one of the following: Market Intelligence (5 cr), and Corporate Brand Management and Reputation (5 cr)

**Part IV:** Degree Project in Global Marketing (15 cr)

Each part is presented further below.

**Part I and Part II:**
The comprehensive goal of both part I, and part II, is to provide the students with a deeper understanding and knowledge of international marketing trends and theories.

The track **Strategies for Brands and International Markets** offers a focus on organizations and organizational decision-making on an international level. This also includes developing an understanding of different cultures in the world and their implications for marketing decisions. This first part of the programme also focuses on brands and their meaning on a corporate as well as on a more product oriented management level and in relation to consumers. This includes the different steps in developing competitive brands as well as how to manage corporate reputation and the internal values that guides a firm. Students will also gain insight in multichannel marketing, retail and internationalisation. This will enable students to take part of the vast research pool that the School displays in multichannel marketing and retail management issues. This course provides students with opportunities to gain unique knowledge in this dynamic field.
The track International Consumer Trends, Brands and Innovation provides students with breadth and depth in central areas of the subject matters of global consumer culture evolution, brands and innovation. This track starts by introducing theories within the subject matter of the evolution of consumer culture and brands, followed by a course on models and tools for innovation. The theoretical concepts, models and tools will be related to real and complex problems in organizations in order to train the students in applying advanced theory to real-life business challenges in branding and innovation. The third course on this track offers a multifaceted understanding of the value of brands and branding. The aim of the course is to provide the students with advanced knowledge of the value of brands, by treating brands and branding from various perspectives; including a brand management, a consumer, and a critical perspective. The course enables students to analyze and understand brand phenomenon/branding practices from multiple angles. It thereby encourages a reflective and nuanced approach.

At the end of the first semester students on both tracks get to choose an elective subject to variation. At present, one course on the role of social media and the Internet in relation to global marketing and branding and for consumers constitute one elective. The other elective course is on sustainability and marketing ethics. The course aims to increase knowledge, problematize and provide theoretical as well as practical tools for critically analysing sustainability and marketing ethics issues. At the centre of the course are key issues such as planetary boundaries, sustainable consumption, corporate social responsibility (CSR), consumer attitudes and behaviours, and ethics of marketing and communication methods. Although the course pays special attention to two of the most important stakeholders in society, the company and the consumer, a wider scope is also used in order to understand drivers and barriers to a transformation to a more sustainable society.

The two courses aims at giving students the choice to develop their knowledge further in the area that corresponds best with their personal interests and career ambitions.

Part III:
At the outset of part III, students will get introduced to the basic steps and considerations involved in academic research and the different roles that marketing and management research have in society. The course here will have a strong emphasis on finding and articulating research problems. Students will also have an opportunity to get training in how to work with different research methods, via electing a specialisation in either quantitative or qualitative research methods. Part III concludes with student electing one of two courses, subject to availability. Currently, one course on market intelligence, and another on corporate brands and reputation is offered.

Part IV:
The final part of the programme focuses entirely on the degree project. The students are to formulate a clear and researchable research/thesis question in connection with the initial courses at the beginning of semester two, and are thereafter able to work on their theses throughout the term. The topic will be selected from a list of broad themes specified by the available supervisors. A supervisor will be assigned to each degree project.

5. Degree
Upon completion of the programme a degree of Master of Science in Business and Economics (60 credits) will be awarded in compliance with the National Higher Education Ordinance (SFS 2006:1053). Major will be Business Administration with a specialization in international marketing and brand management (Ekonomie magisterexamen, huvudområde företagsekonomi, fördjupning i internationell marknadsföring och varumärken).
6. Admission requirements and selection criteria

An undergraduate degree (BA/BSc) with at least 60 ECTS credits in business administration or the equivalent. English 6.

Selection criteria
Selection will be based on academic merits from university studies and a Statement of Purpose in which applicants should state their reasons for applying to the programme.

7. Other information

Courses at the School of Economics and Management are graded according to the criterion-referenced principal grades A-F:

<table>
<thead>
<tr>
<th>GRADE</th>
<th>POINTS</th>
<th>CHARACTERISTIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-85</td>
<td>Excellent A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.</td>
</tr>
<tr>
<td>B</td>
<td>84-75</td>
<td>Very good A very good result with regard to the above mentioned aspects.</td>
</tr>
<tr>
<td>C</td>
<td>74-65</td>
<td>Good The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.</td>
</tr>
<tr>
<td>D</td>
<td>64-55</td>
<td>Satisfactory The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.</td>
</tr>
<tr>
<td>E</td>
<td>55-50</td>
<td>Sufficient The result satisfies the minimum requirements with regard to the above mentioned aspects, but not more.</td>
</tr>
<tr>
<td>F</td>
<td>49-0</td>
<td>Fail The result does not meet the minimum requirements with regard to the above mentioned aspects.</td>
</tr>
</tbody>
</table>

It is up to the teaching professor to decide whether the credits of a course should be converted into a total of 100 points for each course, or if the scale above should be used as percentage points of any chosen scale instead.

Academic Integrity
The University views plagiarism very seriously, and will take disciplinary actions against students for any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.