

Programme Curriculum for Master Programme in International Marketing and Brand Management

1. Identification

Name of programme	Master Programme in International Marketing and Brand Management
Scope of programme	60 ECTS
Level	Master level
Programme code	EAGIB
Decision details	Board of the School of Economics and Management
Amendment details	2020-06-24

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 course on multichannel marketing, retail and internationalisation, after which students elect either a course on global business and sustainability, or a course on digital marketing. The third part of the track consists initially of methodology courses that start out with a research strategy course, which is followed by either a course on qualitative methods or a course on quantitative methods. After this students elect either a course on understanding consumption or a course on corporate brands management and reputation. 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. These two track-unique courses are followed by a mandatory course on the value of brands in a consumption society, after which students elect either a course on global business and sustainability, or a course on digital marketing. The third part of the track consists initially of methodology courses that start out with a research strategy course, which is followed by either a course on qualitative methods or a course on quantitative methods. After this students elect either a course on market intelligence or a course on corporate brands management and reputation. 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

The programme builds on previous studies at the undergraduate level in subject matters related to business administration. 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 an 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. The students have a choice between a more management oriented perspective and a perspective that has an emphasis on consumer and cultural aspects. During the two periods that then follow, the students will develop their understanding of research methodology in general, and be able to gain specialized knowledge in either quantitative or qualitative research methods. This is mandatory for all students. In addition, students will be able to choose courses that will give them the type of specialization that they prefer within the broader area of International marketing and brand management. Students come from different educational background and have studied a variety of courses before starting this programme. Offering two sets of elective courses also mean that the students will not have to take courses that overlap with their earlier studies.

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 programme of 60 ECTS-credits has the following structure:

Semester 1 (autumn)		Semester 2 (spring)	
Period 1 Sept-Oct	Period 2 Nov-Dec	Period 3 Jan-March	Period 4 April-May
TRACK 1: Strategies for Brands and International Markets (two mandatory courses) BUSN20 International Marketing and Strategy (7,5 cr) <i>and</i> BUSN21 Strategic Brand Management (7,5 cr)	BUSP36 Multichannel marketing, retail and internationalisation (7,5 cr) <i>And one of*</i> BUSN14 Global Business and Sustainability (7,5 cr) BUSO38 Digital Marketing (7,5 cr)	Both Tracks: BUSP37 Research Strategy (5 cr) <i>And one of *</i> BUSR31 Qualitative Research Methods (5 cr) STAR04 Quantitative Research Methods (5 cr)	BUSN39 Degree Project in Global Marketing (15 cr)
TRACK 2: International Consumer, Trends, Brands and Innovation (two mandatory courses) BUSO30 Consumer Culture Theory and Consumer Insights (7,5 cr) <i>and</i> BUSO31 From Consumer Insight to Innovation (7,5 cr)	BUSN33 The Value of Brands in a consumption society (7,5 cr) <i>And one of*</i> BUSN14 Global Business and Sustainability (7,5 cr) BUSO38 Digital Marketing (7,5 cr)	<i>And one of (courses subject to change)*</i> BUSN26 Understanding Consumption (5 cr) BUSN35 Corporate Brand Management and Reputation (5 cr)	

* 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.

Part I and Part II

Track 1: 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.

Courses:

International Marketing and Strategy (7,5 credits) and Strategic Brand Management (7,5 credits) and Multichannel Marketing, Retail and Internationalisation (7,5 credits) *and one of:* Global Business and Sustainability (7,5 cr) and Digital Marketing (7,5 cr).

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. These two track-unique courses are followed by a mandatory course on research methodology and elective courses that add in-depth models and insights of the practical and theoretical areas that are related to the broad field of international marketing. As a final part of the track students will, in a degree project of ten weeks, conduct their own research and demonstrate their ability to independently apply the different ideas and theories introduced by the different courses in the form of a master's thesis.

Courses:

Consumer Culture Theory and Consumer Insights (7,5 credits) and From Consumer Insight to Innovation (7,5 credits) and The Value of Brands in a Consumption Society (7,5 credits) *and one of:* Global Business and Sustainability (7,5 cr) and Digital Marketing (7,5 cr).

Part III

During this period students will have an opportunity to get training in how to work with different research methods when conducting academic studies. They have a choice between a specialisation in either quantitative or qualitative research methods that can be applied in investigating marketing related issues. Students will also have the opportunity to start planning their master thesis. Part III concludes with an option between two courses; one on Market Intelligence, and one course on Corporate Brand Management and Reputation. Students are hence provided with optional courses during both Part II and Part III of the programme. A basic idea is that students, as far as possible, should be able to find courses that they find especially relevant and interesting, and that will provide them with a broad basis for their future career.

Courses:

Part III is common to both tracks and consists of Research Strategies (5 credits) and one of the following: Qualitative Research Methods (5 credits) and Quantitative Research Methods (5 credits). In addition students chose one of the following: Understanding Consumption (5 credits), and Corporate Brand Management and Reputation (5 credits).

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 at the beginning of this final period. The topic will be selected from a list of broad themes specified by the available supervisors. At the start of the period, a supervisor will be assigned to each degree project.

Course:

Degree Project in Global Marketing (15 credits)

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 specialisation 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:

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

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.