



School of Economics and Management

**EAGIB, Master's Programme (One year) in International  
Marketing & Brand Management, 60 credits**  
*Magisterprogram i International Marketing & Brand Management,  
60 högskolepoäng*

Second cycle degree programme requiring previous university study / *Program  
med akademiska förkunskapskrav och med slutlig examen på avancerad nivå*

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## Decision

The programme syllabus is established by Deputy Dean of Education at the School of Economics and Management 26-09-2019 (U 2019/453) and most recently amended by The Faculty Board of the School of Economics and Management 30-03-2022 (U 2022/204). The amended syllabus is valid from 30-03-2022, autumn semester 2022.

## Specialisations

Code	Swedish name	English name	Credits
INCT	International Consumer Trends, Brands and Innovation	Internationella konsumenttrender, varumärken och innovation	60 credits
STRA	Strategies for Brands and International Markets	Strategier för varumärken och internationella marknader	60 credits

## 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 organisations in order to train the students in advanced problem solving.

The programme is organised into two specialisations:

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(EAGIB) Master's Programme (One year) in International Marketing & Brand Management, 60 credits /  
Magisterprogram i International Marketing & Brand Management, 60 högskolepoäng

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

### **Specialisation 1: Strategies for Brands and International Markets**

Specialisation 1 aims at introducing, explaining and applying central theories in business administration, especially with an international focus and an emphasis on marketing and branding. The specialisation 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 specialisation starts by introducing basic models and theories within the central areas of 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 sustainability and marketing ethics, or a course on digital marketing. The third period of the specialisation 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, a course on market intelligence or a course on corporate brands management and reputation. As a final part of the specialisation, 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.

### **Specialisation 2: International Consumer Trends, Brands and Innovation**

Specialisation 2 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 organisations in order to train the students in applying advanced theory to real-life business challenges in branding and innovation.

This specialisation 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 specialisation-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 sustainability and marketing ethics, or a course on digital marketing. The third period of the specialisation 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, a course on market intelligence or a course on corporate brands management and reputation. As a final part of the specialisation, 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.

### **Goals**

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:

### **Mission driven learning outcomes**

Graduates of the programme will be trained as reflective practitioners in taking an active part in developing a sustainable society building on innovative thinking.

### **Knowledge and understanding**

For a Master's degree (60 credits) the student must:

- 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
- 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

### **Competence and skills**

For a Master's degree (60 credits) the student must:

- 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
- 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**

For a Master's degree (60 credits) the student must:

- 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
- 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 credits in international marketing and brand management, within the framework of the course requirements.

### **Course information**

The initial ten weeks of the programme are organised into two specialisations, 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 specialised 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 specialisation that they prefer within the broader area of international marketing and brand management. Students come from different educational backgrounds 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.

Period 1 and period 2

### **Specialisation 1: Strategies for Brands and International Markets**

This specialisation offers a focus on organisations and organisational 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.

The specialisation starts by introducing basic models and theories within the central areas of 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 sustainability and marketing ethics, or a course on digital marketing.

#### *Courses*

*International Marketing and Strategy* (7.5 credits), *Strategic Brand Management* (7.5 credits), *Multichannel Marketing, Retail and Internationalisation* (7.5 credits) and one of: *Sustainability and Marketing Ethics* (7.5 credits) or *Digital Marketing* (7.5 credits).

### **Specialisation 2: International Consumer Trends, Brands and Innovation**

This specialisation 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 organisations in order to train the students in applying advanced theory to real-life business challenges in branding and innovation.

This specialisation 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 sustainability and marketing ethics, or a course on digital marketing.

#### *Courses*

*Consumer Culture Theory and Consumer Insights* (7.5 credits), *From Consumer Insight to Innovation* (7.5 credits), *The Value of Brands in a Consumption Society* (7.5 credits) and one of: *Sustainability and Marketing Ethics* (7.5 credits) or *Digital Marketing* (7.5 credits).

Period 3

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. Period 3 concludes with an option between three courses; one on understanding consumption, one course on corporate brand management and reputation and one on market intelligence. Students are hence provided with optional courses during both Period 2 and Period

3 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. Students will in most cases be placed in the elective(s) of their choice, but there are no guaranteed places.

#### *Courses*

Period 3 is common to both specialisations and consists of *Research Strategy* (5 credits) and one of the following: *Qualitative Research Methods* (5 credits) or *Quantitative Research Methods* (5 credits). In addition students chose one of the following: *Understanding Consumption* (5 credits) *Market intelligence* (5 credits) or *Corporate Brand Management and Reputation* (5 credits).

#### Period 4

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)

*Additional information in appendix EAGIB Programme structure.*

## **Degree**

### Degree titles

Degree of Master of Science in Business and Economics (60 credits)

Major: Business Administration with specialization in International Marketing and Brand Management

*Ekonomie magisterexamen*

*Huvudområde: Företagsekonomi med fördjupning i internationell marknadsföring och varumärken*

### Degree requirements

The degree requirements for a *Degree of Master of Science in Business and Economics, major in Business Administration with specialization in International Marketing and Brand Management* consists of 60 credits at advanced level. The following must be included in the degree: the courses that comprises the current programme structure (see appendix) which includes the course *BUSN39 Degree Project in Global Marketing – Master level*, 15 credits.

## **Requirements and Selection method**

### **Requirements**

An undergraduate degree (BA/BSc) with at least 60 credits in business administration

or the equivalent. English 6.

### **Selection method**

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

## **Other information**

### **Programme management**

The programme director, who is appointed by the Board of LUSEM, is responsible for the quality development and quality assurance of the programme. The Board of the School also assigns each programme to a host department at LUSEM. The host department is responsible for providing professional services to the students and faculty of the programme.

Each programme also organizes a programme management group, in which student representatives and faculty representatives of the programme, together with the programme director, coordinator and other professional services meet regularly.

All programmes at LUSEM are evaluated yearly and the outcome of a programme scorecard is presented to the Board of the School as part of LUSEM's Quality Development and Assurance system.

### **Grading scale**

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U(F):

**A** (Excellent) 85-100 points/percent. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84 points/percent. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74 points/percent. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64 points/percent. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54 points/percent. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**U/F** (Fail) 0-49 points/percent. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

To pass the course, the students must have been awarded the grade of E or higher.

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.

# Programme structure for Master's Programme in International Marketing & Brand Management

The programme of 60 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-June
Specialisation 1: <b>Strategies for Brands and International Markets</b>		Both specialisations:	Both specialisations:
<i>Two mandatory courses:</i>  BUSN20 International Marketing and Strategy (7.5 cr)  BUSN21 Strategic Brand Management (7.5 cr)	<i>One mandatory course:</i>  BUSP36 Multichannel Marketing, Retail and Internationalisation (7.5 cr)  <i>and one of the following courses:</i>  BUSP35 Sustainability and Marketing Ethics (7.5 cr)  BUSO38 Digital Marketing (7.5 cr)	<i>One mandatory course:</i>  BUSP37 Research Strategy (5 cr)  <i>and one of the following courses:</i>  BUSR31 Qualitative Research Methods (5 cr)  STAR04 Quantitative Research Methods (5 cr)	<i>One mandatory course:</i>  BUSN39 Degree Project in Global Marketing (15 cr)
Specialisation 2: <b>International Consumer Trends, Brands and Innovation</b>		<i>and one of the following courses:</i>	
<i>Two mandatory courses:</i>  BUSN30 Consumer Culture Theory and Consumer Insights (7.5 cr)  BUSN31 From Consumer Insight to Innovation (7.5 cr)	<i>One mandatory course:</i>  BUSN33 The Value of Brands in a Consumption Society (7.5 cr)  <i>and one of the following courses:</i>  BUSP35 Sustainability and Marketing Ethics (7.5 cr)  BUSO38 Digital Marketing (7.5 cr)	BUSN26 Understanding Consumption (5 cr)  BUSN35 Corporate Brand Management and Reputation (5 cr)  BUSO24 Market intelligence (5 cr)	

The School's programme portfolio is continuously developed and sometimes changes to courses may occur after you have accepted your study seat. These changes are usually a result of student feedback, or research development. Changes can take the form of altered course content, teaching formats or assessment styles. Any such changes are intended to enhance the student learning experience. If the programme includes elective courses, students will in most cases be placed in the elective(s) of their choice, but there are no guaranteed places. 1 credit (cr) = 1 ECTS credit