

 **Level:** Master **Application period:**

2023-10-16 - 2024-05-02

 **Start date:** Autumn 2024 **City:** Jönköping **Degree:** Degree of Master of Science (60 credits) with a major in Business Administration, 60 credits

JIBS is double accredited by [EQUIS](#) and [AACSB](#).



Ranked among top 100 [European Business School Rankings by Financial Times](#).

How to apply

Overview

International Marketing is a programme that develops your ability to address contemporary marketing challenges, including digitalisation, globalisation, and the rapid rate of market change.

The programme has an emphasis on business practice through course activities with corporate interaction combined with theoretical depth. During the year you will study topics ranging from the behaviour of consumers to the nature of the global economy. For example, you will become

engaged in discussions about how consumers relate to and affect each other, how digital media influence planned communications, and how export is managed.

Courses focus on consumer behavior, market research, marketing communications, international marketing and export, and globalisation of economic activity. The course contents mirror contemporary research and the situation companies experience right now.

The programme prepares you for an executive career in marketing, taking on positions such as marketing manager, export manager/consultant, or international account manager.

All courses are given in English and the programme is open to students from around the world. This international atmosphere contributes to a broad perspective of the issues discussed in class.

After graduation

The programme prepares you for an executive career in marketing, taking on positions such as marketing manager, export manager/consultant, or international account manager.

The programme also prepares students for doctoral research education.

Facts and requirements

The programme is conducted at [Jönköping International Business School](#)



Credits: 60 credits



Level: Master



Rate of study: Full-time



City: Jönköping



Place of study: Campus-based



Start date: Autumn 2024



Requirements:

The applicant must hold the minimum of a Bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in one (or a combination) of the following areas: business administration, economics, commerce, industrial engineering and management, or equivalent. At least 60 credits must be in business administration. Proof of English proficiency is required.

Read more about our [Admissions Requirements](#).



Application code: HJ-MU105



Degree: Degree of Master of Science (60 credits) with a major in Business Administration



Tuition fee: For the first semester: 60000 SEK
Total tuition fee: 120000 SEK

Tuition fees do NOT apply for EU/EEA citizens or exchange students

[Preliminary syllabus as HTML](#)

[Preliminary syllabus as PDF](#)

Pathway Programme

If you don't fulfil our language requirements, you can enter our Pathway Programme, designed to strengthen your English and academic skills. [Read more.](#)

Courses

NB Preliminary list of courses

Consumer Behavior 7.5 credits

Marketing Theory 7.5 credits

Market Communication in a Digital World 7.5 credits

Marketing Research 7.5 credits

Applied International Marketing 7.5 credits

Contemporary Issues in International Marketing 7.5 credits

Master Thesis in Business Administration 15 hp

Programme Director

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