



UMEÅ UNIVERSITY

**PROGRAMME SYLLABUS:**

## **Master's Programme in Marketing, 120 Credits**

**Swedish name:** Masterprogrammet i marknadsföring

**This programme syllabus is valid:** HT17 and until further notice

**Programme code:** SAMAM

**Credit points:** 120

**Registration number:** FS 3.1.3-841-18

**Responsible faculty:** Faculty of Social Sciences

**Revised by:** Board of Umeå School of Business and Economics, 2017-12-12

### **Entry Requirements**

A Bachelor's degree (equivalent to a Swedish Kandidatexamen, 180 credits) from an internationally recognised university with a major in Business Administration. Special requirements: 75 credits in Business Administration at Basic level (A-level) and Intermediate level (B-level) a minimum of 60 credits in Management, Marketing Accounting and Finance or the equivalent including at least 7,5 credits in Marketing. At the Bachelor level (C-level) a minimum of 15 credits in Business Administration. Statistics or similar 7,5 credits. Proficiency in English equivalent to Swedish upper secondary course English B/6. If you are still working towards your undergraduate degree, you need to include with your application a document from your current University, outlining when you are expected to graduate as well as a course outline for the last semester.

## **Degree**

Degree of Master of Science (60 credits). Main field of study Business Administration. Degree specialisation: Marketing.

Degree of Master of Science (120 credits). Main field of study Business Administration. Degree specialisation: Marketing

## **Description of the education for current education cycle**

Education on advanced level should build further upon knowledge retained during basic level studies or the equivalent.

Advanced level education shall involve a deepening of knowledge, skills and abilities relative to first cycle education and, in addition to what applies to first cycle education

- further develop students' ability to independently integrate and use knowledge,
- develop students' ability to deal with complex phenomena, issues and situations, and
- develop students' potential for professional activities that demand considerable independence or for research and development.

Higher Education Act 1 cpt 9 § (Högskolelagen 1 kap 9 §)

## **National goals for current degree**

### **National goals for Master of Science Degree 60 credits**

#### *Knowledge and understanding*

For Master of Science Degree 60 credits, the students should be able to

- show knowledge and understanding in their main field of study, including both an overview of the field and deeper knowledge of certain parts of the field and insight into current research and development, and
- demonstrate deeper methodological knowledge in their main field of study.

#### *Skills and abilities*

For Master of Science Degree 60 credits, the students should be able to

- demonstrate the ability to integrate knowledge and to analyze, assess and deal with complex phenomena, issues and situations, even with limited information,
- demonstrate the ability to independently identify and formulate questions to address and to plan and use appropriate methods to carry out advanced tasks

within specified time limits;

- demonstrate the ability to verbally and in writing present and discuss their conclusions and the knowledge and arguments behind them, in dialogue with different types of groups, and
- demonstrate the skills required to participate in research and development work or to work in other advanced contexts.

#### *Ability to evaluate and approach*

For Master of Science Degree 60 credits, the student should be able to

- demonstrate the ability within the main field of study to make judgments with regard to relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development,
- show insight into the possibilities and limitations of science, its role in society and the human responsibility for its use, and
- demonstrate the ability to identify the personal need for further knowledge and to take responsibility for the personal competence development.

### **National goals for Master of Science Degree 120 credits**

#### *Knowledge and understanding*

For Master of Science Degree 120 credits, the students should be able to

- show knowledge and understanding in their main field of study, including both an overview of the field and deeper knowledge of certain parts of the field and insight into current research and development, and
- demonstrate deeper methodological knowledge in their main field of study.

#### *Skills and abilities*

For Master of Science Degree 120 credits, the students should be able to

- demonstrate the ability to critically and systematically integrate knowledge and to analyze, assess and deal with complex phenomena, issues and situations, even with limited information,
- demonstrate the ability to critically, independently and creatively identify and formulate questions to address and to plan and use appropriate methods to carry out advanced tasks within specified time limits and by so doing add to the knowledge development and to evaluate this work.
- demonstrate the ability to verbally and in writing present and discuss their conclusions and the knowledge and arguments behind them, in dialogue with different types of groups, and
- demonstrate the skills required to participate in research and development work or to work independently in other advanced contexts.

#### *Ability to evaluate and approach*

For Master of Science Degree 120 credits, the student should be able to

- demonstrate the ability within main field of study to make judgments with regards to relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development,

- show insight into the possibilities and limitations of science, its role in society and the human responsibility for its use, and
- demonstrate the ability to identify the personal need for further knowledge and to take responsibility for the personal competence development.

Higher Education Ordinance, Appendix 2 - System of Qualifications (Högskoleförordningen, Bilaga 2 – examensordningen)

## **Local goals for current degree**

### **Local goals for the Master of Science degree 60 credits**

#### *Knowledge and understanding*

To graduate with a Master of Science in Business Administration 60 credits, major in Business Administration, specialization in Marketing the students must

- show knowledge of ethical conduct in Marketing.

#### *Skills and Abilities*

To graduate with a Master of Science in Business Administration 60 credits, major in Business Administration, specialization in Marketing the students must

- demonstrate and utilize the skills required to facilitate organization-wide analysis and solutions of strategic problems in a globalized world,
- demonstrate an ability to take on marketing management responsibilities where advanced analysis, problem solving and implementations are required,
- demonstrate an ability to work in teams.

#### *Ability to Evaluate and Approach*

To graduate with a Master of Science in Business Administration 60 credits, major in Business Administration, specialization in Marketing the students must

- demonstrate an ability to take ethical or sustainable perspectives into consideration when analyzing and solving marketing problems.

### **Local goals for the Master of Science degree 120 credits**

#### *Knowledge and understanding*

To graduate with a Master of Science in Business Administration 120 credits, major in Business Administration, specialization in Marketing the students must

- show knowledge of ethical conduct in Marketing.

### *Skills and Abilities*

To graduate with a Master of Science in Business Administration 120 credits, major in Business Administration, specialization in Marketing the students must

- demonstrate an ability to integrate different fields of knowledge for decision making in companies and organizations,
- demonstrate and utilize the skills required to facilitate organization-wide analysis and solutions of strategic problems in a globalized world,
- demonstrate an ability to take on marketing management responsibilities where advanced analysis, problem solving and implementations are required,
- demonstrate an ability to work in teams.

### *Ability to Evaluate and Approach*

To graduate with a Master of Science in Business Administration 120 credits, major in Business Administration, specialization in Marketing the students must

- demonstrate an ability to take ethical or sustainable perspectives into consideration when analyzing and solving marketing problems.

## **Examination format**

Written exams, oral seminars, field trips and writing PM's examination are forms that can be used within the program.

## **Grades**

The program applies a three-point grading scale with the grades, Pass with distinction, Pass and Fail, unless otherwise stated in the syllabus for a particular course. Those who pass an exam cannot redo the exam aiming for a higher grade.

## **Transfer of Credits**

Recognition of courses

Students have the right to apply for recognition of previous courses or activities that can be accepted for credit transfer. More information at Umeå University's website.

A negative decision on recognition of previous courses is possible to appeal to the Higher Education Appeals Board. A negative decision should also be motivated in writing.

## **General**

### **Content and structure**

Students in this program are guaranteed a seat on all required courses within the program. In the case of elective courses the student has a guaranteed seat in those offered by the business school and its partner institutions up to full time studies given that they meet the requirements, but students are not guaranteed to receive their first choice. For other elective courses the student must meet course prerequisites and compete with other students to get a study seat. The syllabus for each course describes the entry requirements.

### **Study periods**

The program is for two years and consists of four semesters, each approximately 20 weeks. The program starts only in fall semester and as full-time studies. Each semester is divided into four parts, except those semesters when students write a thesis in which a 15 credits thesis is a covers half a semester and a 30 credits thesis covers one full semester.

### **Parallel and serial courses.**

All courses are given serially.

Teaching and learning forms

With the exception of some elective courses all teaching throughout the program is given in English.

### **Programme Overview**

The programme overview shows which courses are mandatory and which are optional/elective. Choices of elective / optional courses are made in consultation with the program coordinator. The courses are taken in the order indicated below. The order of the courses may be subjected to change. For information about how the individual courses are structured see respective course syllabus.

Overview masters degree 120 credits

Semester 1

Consumer Behavior, Market Analyses and Strategic Decision Making D

30 credits

Semester 2

Electives\* 30 credits

Semester 3

Method 7,5 credits

Electives in Business Administration on advanced level 15 credits

Current trends in Business Administration 7,5 credits

Semester 4

Master Thesis in Business Administration III 30 credits

»»»» Master's Degree (120 credits)

Overview - master's degree (60 credits)

Semester 1

Consumer Behavior, Market Analyses and Strategic Decision Making D  
30 credits

Semester 2

Electives\* 15 credits

Master Thesis in Business Administration I 15 credits

»»»» Master's Degree (60 credits, gives eligibility for doctoral studies if you have chosen advanced level courses as your elective courses)

Semester 3 (for further studies towards master's degree 120 credits)

Method 7,5 credits

Electives in Business Administration on advanced level 15 credits

Current trends in Business Administration 7,5 credits

Semester 4 (for further studies towards master's degree 120 credits)

Electives\* 15 credits

Master Thesis in Business Administration II 15 credits

»»»» Master's Degree (120 credits)

\*Electives: You are guaranteed a seat at any of the courses in Business Administration. It is however also possible to take elective courses in any subject at undergraduate and advanced level at Umeå University provided that you are eligible and provided there are seats available.

### **Elective courses**

Elective courses given by USBE and its partner institutions

The student is guaranteed a place in a variety of elective courses equivalent full-time study, but he / she is not guaranteed their first choice of elective courses. The choice of elective course is done in consultation with the program coordinator in the middle of the fall semester. Guaranteed admission applies only if the student meets the admission requirements described in the syllabus for each course. The departments of economics, economic history, statistics and law also offer a number of full-time courses at the basic level

Elective courses outside of Umeå School of Business and its partner institutions

Elective courses in this category are applied for in open competition with other students. Elective courses from other universities / colleges may be included but may involve tuition fee if the student is not from within EU/EAA. The elective courses at Umeå University can be found at:

Courses offered in English <http://www.umu.se/english/education/courses-and-programmes?languageId=1> .

### **Thesis**

For Master of Science Degree 60 credits the student must have completed a thesis within the program worth at least 15 credits in Business Administration with a specialization in marketing.

For a two year (120 credits) Master of Science Degree the student must have completed thesis work worth 30 credits in Business Administration with in the specialization of marketing. The thesis work may also consist of two 15 credits theses.

## **Deferment of studies**

### **Deferment of study entry**

Deferment of study entry may be granted if special circumstances exist. Examples of specific reasons are social, medical or other special circumstances such as child care, military or civil service, student union assignments or postponed leave according to law (1974:981) on work labor rights to time off for education. Application for deferment is to be submitted to Student Centrum.

A negative decision on deferment of enrollment may be appealed to the Higher Education Appeals Board.



### **Approved leave from studies**

The student admitted to the program can apply for a study break. The application is submitted to the program coordinator. Study break with a guaranteed seat may be granted for the following reasons: social, medical or other special circumstances such as child care, military or civil-service or student union assignments.

Negative decision to resume studies after study breaks can be appealed to the Higher Education Appeals Board.

### **Discontinuation**

Students who interrupt their education shall notify their dropout to the Program Coordinator.

### **Other**

#### **Threshold Determination**

Access to courses in the program is governed by the course syllabus.