

Marketing Management, 180 hp/credits (start Autumn 21)

Year 1

A1	A2	S1	S2
Communication in a Cross-Cultural Context G1N 7,5hp/credits	Basic Financial Accounting G1N 7,5hp/credits	Organization and Leading in a Sustainable World G1N 7,5hp/credits	Marketing Management G1F 7,5hp/credits
Customer-Centric Marketing in New Ventures G1N 7,5hp/credits	Principles of Project Management G1N 7,5hp/credits	Supply Chain Management G1F 7,5hp/credits	Purchasing and Sales G1F 7,5hp/credits

Year 2

Marketing Communication G1F 7,5hp/credits	Business Digitalization G1F 7,5hp/credits	Corporate Finance 1 G1F 7,5hp/credits	International Marketing G2F 7,5hp/credits
Business Statistics 1 G1N 7,5hp/credits	Microeconomic Principles and Mathematics for Economics G1N 7,5hp/credits	Responsible Enterprise G2F 7,5hp/credits	Research Methods, Design Implementation and Analysis G1F 7,5hp/credits

Year 3

Elective Courses/Study abroad During the elective semester students need to take 30 hp/credits. JIBS recommend that the studies are performed at G2F. The recommendation is to select courses within the specialization but some complementary topics might be relevant, given students' personal preferences and career-plans. Students are recommended to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law and language.	Thesis in Business Administration G2E 15hp/credits		
	International Marketing Law and Consumer Protection G1N 7,5hp/credits	Brand Management G2F 7,5hp/credits	

Business Administration	Economics	Language	Statistics	Law	Informatics
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