



JÖNKÖPING UNIVERSITY
International Business School

Dear Master student,

I would like to take this opportunity to welcome you to the Master of Science program in *International Marketing*, provide you with some initial information regarding your first two courses and make sure that your time at Jönköping International Business School (JIBS) is both enjoyable and productive. I am very happy that you choose this program and I can assure you that I, together with my colleagues, will make our most to give you a great education and experience here at JIBS.

The program starts on Monday the 22th of August with a formal roll call and program information. The whole first week, 22-26th of August, is devoted to information sessions, program unique lectures and social events to introduce you to your program and our school. It is vital that you **attend all information sessions and lectures** and we also recommend you to take part in social events to speed up the process of feeling right at home here.

The International Marketing Program aims to increase your ability to understand and meet the international marketing needs of current and future organizations. Contemporary challenges in marketing - such as digitalization, globalization and the rapid rate of change - compels an international setting and makes renewal a central theme. The program emphasizes connections with practice through course activities with corporate interaction combined with the theoretical depth to be expected of a Master of Science Program. The program is designed to prepare you for an international career in marketing.

I – Kajsa Haag – as program director is responsible for the overall quality and development of the program. You are more than welcome to get in touch with me with questions regarding the program at any time. Questions regarding particular courses must however be sent directly to course examiners.



Kajsa Haag Ph.D.

Assistant Professor in Business Administration
Program Director JIBS
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In the meantime let me give you a short description of the first two courses and the faculty involved:

1) Consumer behavior

The Consumer Behavior course will start by contextualizing consumption of goods and services within practices. Once the context of consumers in the market is understood, we will move into describing the decisions consumers make as they buy and dispose of goods and how these decisions are influenced by e.g., social interaction and lifestyle.

The examiner and core teacher is Associate Professor Adele Berndt:



adele.berndt@ju.se

Course literature:

A reading list of articles will be made available at the start of the course.

More information about the course can be found at our web.

2) Contemporary Issues in International Marketing

With the rapid rate of change in all functional areas of business in all types of organizations (including non-profit organisations), we want to expand your knowledge on strategic and current issues and topics that affect the task of international marketing managers. Some of the topics that will be included in the course include Marketing Ethics, Sustainable Marketing, User-generated content, Technology issues in Marketing and Marketing Metrics.

Associate Professor Adele Berndt is the examiner also for this course: adele.berndt@ju.se

A reading list associated with the specific issues will be available at the start of the course.

We look forward to see you in August!

/Kajsa and the teaching team of International Marketing