



JÖNKÖPING UNIVERSITY  
*International Business School*

**Dear student,**

**Welcome to the program “Marketing Management” at Jönköping International Business School (JIBS)!**

I would like to take this opportunity to provide you with some initial information regarding the program and your first two courses, and make sure that your time at JIBS is both enjoyable and productive. I am very happy that you have chosen this program, and I can assure you that I, together with my colleagues, will do our utmost to give you a great program and experience here at JIBS.

During the first year of your studies, you will be introduced to the basic business administration disciplines. In the second year, you will move on to advanced courses in marketing and your bachelor thesis will provide you with the opportunity to specialize in a specific topic. The Marketing Management program is designed to provide you with the knowledge and skills required to succeed in various marketing roles in today's competitive business environment.

**The program starts on Monday, the 25th of August, with a formal roll call.**

The entire first week, **25<sup>th</sup> to 29<sup>th</sup> of August**, is devoted to information sessions, program unique lectures and social events to introduce you to your program and our school. You must attend **all information sessions and lectures**, and we also recommend you take part in social events to speed up the process of feeling right at home here.

I – Lucia Pizzichini – as program director, am responsible for the overall coordination of all program courses and program development. You are more than welcome to contact me with questions regarding the program at any time.

Questions regarding the courses should be sent directly to the course examiners.



**Lucia Pizzichini**

Assistant Professor in Business Administration

Program Director, [lucia.pizzichini@ju.se](mailto:lucia.pizzichini@ju.se)

In the meantime, let's give you a short description of some of your first courses, the staff involved and the required course literature.

### **(1) Foundations of Marketing , 7.5 credits**

The course explores the place and impact of marketing in an organizational and societal context. It further deepens understanding of an international and diverse environment and develops abilities to actively anticipate and manage within this dynamic environment. This course explores marketing, marketing models and marketing strategies from a theoretical and practical perspective.

#### **Course books**

Lamb, C.W., Hair, J.F. and McDaniel, C. MKTG (Principles of Marketing) - latest edition. Cengage Learning.

The examiner is **Brian McCauley, PhD**  
([brian.mccauley@ju.se](mailto:brian.mccauley@ju.se))



### **(2) Communication in a Cross-Cultural Context, 7.5 credits**

Drawing on perspectives and theories from business administration and communication, the course "Communication in a cross-cultural context" provides a broad understanding of communication in intercultural settings. The course provides students with basic concepts and theories and introduces them to the practice of oral, written and non-verbal communication in the context of international management studies.

#### **Course book:**

Liu, S., Volcic, Z., and Gallois, C. (2023). Introducing Intercultural Communication. Global Cultures and Contexts. 4th ed., London. Sage Pub.

The examiner is **Yuliya Khvatsik, PhD**  
([yuliya.khvatsik@ju.se](mailto:yuliya.khvatsik@ju.se))



**We look forward to seeing you in August!**

**Lucia and the teaching team of the Marketing Management Programme**