



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*. 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.

In order to make sure that your first weeks at Jönköping International Business School (JIBS) are both enjoyable and productive I would like to share some practical information with you. The program starts 08.30 on Monday the 20st of August with a formal roll call and program information. The whole first week, 20-24th of August, is devoted to information sessions, 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 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. Central contemporary challenges include for instance digitalization, globalization and the rapid rate of change. 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.

In my role as program director, I am 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 the particular courses should be sent directly to course examiners.



Mart Ots

Associate Professor in Business Administration
Program Director, Digital Business and International Marketing
mart.ots@ju.se

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

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 Technology issues in Marketing (including Big data and Content Marketing), Internationalisation and Marketing Metrics.



Ulf Linnman Ulf.S.Linnman@ju.se is the Course Responsible while Associate Professor Adele Berndt is the examiner for this course.

The text underpinning this course (which will also include additional articles) is the following:

Laurell, C and Parment, A. 2018. Marketing beyond the textbook: Emerging perspectives in Marketing Theory and Practice. Studentlitteratur. ISBN: 978-91-44-10525-3.

We look forward to seeing you in August!

/Mart and the teaching team of International Marketing