

# Bachelor in International Marketing, 180 credits (intake Autumn 26)

## Year 1

A1	A2	A3	S1	S2	S3
Navigating Academia and Business, G1N, 5 credits	Principles of Marketing, G1N, 5 credits	Organization and Leadership, G1N, 5 credits	Applied Business Statistics, G1F, 5 credits	Macroeconomic Principles, G1F, 5 credits	International Economic Principles, G1F, 5 credits
Global Business and Economics with a Nordic Perspective, G1N, 5 credits	Microeconomic Principles, G1N, 5 credits	Introduction to Financial Reporting, G1N, 5 credits	Managerial Accounting for Business Decisions, G1F, 5 credits	Entrepreneurship and Economics for Sustainable Societies, G1F, 10 credits	

## Year 2

Consumer Behaviour, G1F, 5 credits	Data Management, Analytics, and Visualization, G1F, 5 credits	International Brand Strategy, G1F, 5 credits	Services Marketing in a Technological Environment, G2F, 5 credits	Entrepreneurial Marketing, G2F, 5 credits	Marketing Across Borders, G2F, 5 credits
Corporate Finance, G1F, 5 credits *	Marketing Communications, G1F, 5 credits	Developing and Managing Business Relationships, G1F, 5 credits	Elective course(s), 10 credits		Applied Analysis in Business and Economics, G2F, 5 credits *

## Year 3

<b>Elective Courses/Study abroad 30 hp/credits</b> The recommendation is to focus the elective studies on courses in Business Administration and/or Economics at G2F level. You can also choose to study subjects that complement your specialisation and career plans, in: Statistics, Economic Geography, Commercial Law, Language, Computer Sciences, Informatics, and/or Environmental Studies (exceptions from this can apply if pre-approved by the Programme Director). The elective semester can include academic internship courses worth up to of maximum 15 ECTS.	Managing Projects and Processes, G2F, 5 credits	Thesis in Business Administration, G2E, 15 credits	
	Research Methods in Business Administration, G2F, 5 credits	International Business Law, G2F, 5 credits	

\* Main field of studies Economics, Business Administration.

Business Administration	Economics	General Management	Statistics	Law	Informatics
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