



JÖNKÖPING UNIVERSITY  
*International Business School*

Dear student,

Welcome you 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 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 during this Covid-19 situation that I, together with my colleagues, will do our utmost to give you a great program and experience here at JIBS.

**The program starts on Monday the 22<sup>nd</sup> of August with a formal roll call.**

The entire first week, **22<sup>nd</sup> to 26<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. 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.

I – Edward Gillmore – as program director am responsible for the overall coordination of all program courses 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 courses should be sent directly to course examiners.



**Edward Gillmore**

Program Director, [edward.gillmore@ju.se](mailto:edward.gillmore@ju.se)

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

### **(1) Foundations of Marketing**

The course explores the impact of marketing and communication in an organizational and societal context. It helps you develop abilities to actively anticipate and manage within international and diverse environments. The course places special emphasis on developing an understanding of the cross-cultural environment and its implications for marketing and communication.

#### **Course books**

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



The examiner and core teacher is **Adele Berndt, PhD**:

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

This course will introduce you to key issues 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 basics 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. et al. (2018). Introducing Intercultural Communication. Global Cultures and Contexts. 3rd ed., London. Sage Pub.

The examiner is **Anna Blombäck, PhD**

The core teacher is **Tommy Josefsson**

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

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