



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 programme 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 whole first week, 23-27<sup>th</sup> 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. **Given the unpredictable times, please make sure to check for updates on the JU web page.**

The student web is a useful source of information regarding courses and other university related activities <https://ju.se/student/en.html>.

The International Marketing Program aims to prepare you for an international career in marketing, increase your ability to understand and meet the international marketing needs of current and future organizations, including the challenges of digitalization and globalization. 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.



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  
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In the meantime, let me give you a short description of the first two courses:

## 1) Consumer behavior



The examiner and core teacher is Associate Professor Adele Berndt: [adele.berndt@ju.se](mailto:adele.berndt@ju.se)

The Consumer Behavior course will start by contextualizing consumption of goods and services within recent theoretical development in the field. 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.

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.

<https://ju.se/en/study-at-ju/courses.html?courseCode=JCBR27&semester=20202&revision=1,000>

## 2) Marketing Theory



The examiner and core teacher is Assistant Professor Luigi Servadio: [luigi.servadio@ju.se](mailto:luigi.servadio@ju.se)

You all have different backgrounds and experiences of marketing from your bachelor studies. This course aims to deepen and develop your knowledge about marketing as a field of study and provoke critical thinking and discussions about marketing from a variety of academic perspectives. The course is designed to prepare you for writing your master thesis later in the program.

Textbook: Baker, M.J. and Saren, M. eds., 2016. Marketing theory: a student text. Sage. Third edition  
In addition, a reading list of articles will be made available at the start of the course

For additional information about the course see:

<https://ju.se/en/study-at-ju/courses.html?courseCode=JMVR20&semester=20202&revision=2,000&lang=en&lang=en>

We look forward to seeing you in August!

**/Mart and the teaching team of International Marketing**