



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 17<sup>th</sup> of August with a formal roll call.**

The entire first week, **17<sup>th</sup>- 21<sup>st</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) Customer-Centric Marketing in New Ventures 7.5 credits**

Customer-Centric Marketing in New Ventures is an introductory course in Business Administration. The course centres on four different and equally important areas: (1) Basics of Business, (2) Entrepreneurship in Theory, and (3) Entrepreneurship in Different Contexts.

#### **Course book:**

Kimmel, A. (2010) Connecting with consumers. Marketing for new marketplace realities. Oxford: Oxford University Press. ISBN:978-0-19-955650-2



The course examiner is Joaquin Cestino, PhD: [Joaquin.Cestino@ju.se](mailto:Joaquin.Cestino@ju.se)

### **(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 **Caroline Teh, PhD** - [caroline.teh@ju.se](mailto:caroline.teh@ju.se)

The core teacher is **Tommy Josefsson** - [tommy.johansson@ju.se](mailto:tommy.johansson@ju.se)

More information about the course can be found at:

<https://ju.se/en/study-at-ju/courses.html?courseCode=JESG10&semester=20202&revision=1,000>

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

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