



JÖNKÖPING INTERNATIONAL
BUSINESS SCHOOL
JÖNKÖPING UNIVERSITY

PROGRAMME SYLLABUS **Preliminary, not confirmed**

Marketing Management, Bachelor programme, 180 credits

Valid From: 2012-08-20



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Marketing Management, kandidatprogrammet, 180 högskolepoäng

Programme code: JGMMA

Valid From.: 2012-08-20

Confirmed by: Not confirmed

Education Cycle: Basic level

Version: 1

Title of qualification

Filosofie kandidatexamen med huvudområdet företagsekonomi 180 hp

Bachelor of Science with a major in Business Administration, 180 credits

Programme overview

To remain competitive in the marketplace, companies are challenged to continuously develop and attune their market offers to contemporary customer demands and technological change. Likewise, increasing competition for attention reveals the importance of managing and maintaining valuable relationship with all relevant stakeholders. In consequence, more than ever, product development and launch, sales, market reach and communications are matters of great importance. The Marketing Management program takes its origin in this complexity. The aim is to educate students to be well equipped to support companies' development and growth by leading projects and functions within marketing and business renewal. To this end, the education is specifically oriented towards the area of marketing, but also gives students a fundamental understanding of general functions in business and of international markets.

The Marketing Management programme provides students with an opportunity to spend one semester abroad and to choose courses that will help to individualize their degree.

Objectives

First level education shall essentially build on the knowledge students acquire in national or specially designed programmes at upper secondary school or corresponding knowledge.

First level education shall develop the students

- ability to make independent and critical assessments
- ability to independently perceive, formulate and solve task
- preparedness to deal with change in working life.

In the educational field concerned, in addition to knowledge and skills, students shall develop ability to

- seek and evaluate knowledge at a scholarly level and ground
- follow the development of knowledge, and - exchange knowledge with other people, including people without specialist knowledge of the field.

Knowledge and understanding

For a Degree of Bachelor students must

- demonstrate knowledge and understanding in their main field of study, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, in-depth knowledge of some part of the field and a general sense of current research issues.

Skills and abilities

For a Degree of Bachelor students must

- demonstrate an ability to seek, gather and critically interpret information that is relevant to a problem and to critically discuss phenomena, issues and situations;
- demonstrate an ability to independently identify, formulate and solve problems and to perform tasks within specified time limits
- demonstrate an ability to present and discuss information, problems and solutions in dialogue with different groups, orally and in writing; and
- demonstrate the skills required to work independently in the field that the education concerns.

Judgement and approach

For a Degree of Bachelor students must

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects;
- demonstrate insight into the role of knowledge in society and into people's responsibility for how knowledge is used; and
- demonstrate an ability to identify their need of further knowledge and to upgrade their capabilities.

Independent project (thesis)

For a Degree of Bachelor students must have completed an independent project (thesis) worth at least 15 credits in their main field of study, within the framework of the course requirements.

Contents

Marketing Management is a programme for anyone interested in a career as leader in the areas of marketing - including business development, logistics, sales, and communication. For this reason, the core of the programme is business administration with a distinct emphasis on marketing and leadership. The programme also places special emphasis on the international aspects of contemporary markets and entitles students to study abroad for one semester. All courses are taught in English and the fact that JIBS programs are open to students from around the world reinforces the international atmosphere.

The first two years of study are focused on basic courses in business administration and economics to educate students about the key functions in regards to business as well as the market. In accordance to the program aim, several of these courses are specifically designed to provide students with a broad understanding of the various parts of marketing management. To enable graduates to take lead in projects, courses specifically aimed at providing a foundation in this area are also included.

During the third year students have the chance to personalize their degree. In the fifth semester students study elective course, either abroad or at JIBS. During the sixth and final semester the degree is further individualized through a bachelor thesis. Each students is required to write a 15 credit thesis in business administration, with a special focus on marketing, under the supervision of a tutor knowledgeable in the subject area of the student's thesis. In parallel to the thesis work, students are required to take two courses to emphasize deeper insights of leadership and get acquainted with business law. The Leadership course provides a valuable conclusion and contribution to the programme aims by adding to the student's ability to take leading roles in projects.

The following paragraphs outline the mandatory courses of the program:

Year 1

Autumn 2012

- Organization and Leadership G1N 7.5 credits
- Entrepreneurship and Business Planning G1N 7.5 credits
- Basic Financial Accounting G1N 7.5 credits
- Business and Academic Communication I G1N 7.5 credits

Spring 2013

- Purchasing and Sales G1F 7.5 credits
- Supply Chain Management G1F 7.5 credits
- Marketing Management G1F 7.5 credits
- Project Management, G1N 7,5 credits

Year 2

Autumn 2013

- E-commerce G1F 7.5 credits
- Business Statistics 1 G1N 7.5 credits
- Microeconomic Principles and Mathematics for Economics G1N 7.5 credits
- International Marketing G2F 7.5 credits

Spring 2014

- Corporate Finance I G1F 7.5 credits
- Marketing Communications G1F 7.5 credits
- Research Methods, Design Implementation and Analysis G1F 7.5 credits
- Business Ethics G1F 7.5 credits

Year 3

Autumn 2014

- Elective Courses/Study Abroad

During the elective semester students need to take 30 credits including 7.5 credits in Business Administration at G2F level. Students are limited to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law, and language.

Spring 2015

- Bachelor Thesis in Business Administration G2E 15 credits
- Law for Marketing majors G1N 7.5 credits
- Leadership G2F 7.5 credits

Students who study abroad during the fifth semester choose their courses at the partner universities in coordination with faculty at JIBS. Accreditation of courses is also done through JIBS faculty.

Teaching and examination

To pass a course, the student needs to fulfil all the course requirements. Examination can be executed in the form of written exam, oral exam, term papers, group and/or individual presentation, and seminar participation. Different methods of examination can be used within a single course. The student will be

offered at least three examination opportunities in each examined section. The university is not obligated to offer re-exams in courses a student has already passed. Mandatory workshops, seminars, and assignments can figure within the frame of the course.

All courses will be graded. Students are objected for two grading systems, the Swedish national system and the ECTS system. According to the Swedish national system a triple scale is used, Pass with distinction (VG), Pass (G) and Fail (U). According to the ECTS system A-E all constitute Passed and FX is equal to Failed.

For workshops, mandatory assignments and participation, it is not unusual that only the grades Pass or Fail are given.

Prerequisites

General entry requirements and English B, Mathematics C and Civics A (Field-specific entry requirements 4) and required grade Passed.

Credit Transfer

As from 1 July 2007, a new education and exam structure was implemented

A student commencing studies before 1 July 2007 has the right to graduate according to the old system by 30 June 2015.

A student who wishes to accredit earlier education and activities to be included in the programme degree, should contact the Academic Registrar.

Continuation Requirements

To be eligible for study abroad, the student should, at the time of the study abroad application, have completed at least 75 percent of the programme course credits.

The following requirement need to be met for students to proceed to the next academic year within the program.

For academic year 2 and 3:

- within the program not fall behind more than 30 credits.

Qualification Requirements

To obtain the Bachelor of Science with a major in Business Administration, the student shall complete the course requirements of at least 180 credits, where 90 credits constitute business administration, (with the inclusion of Bachelor thesis of 15 credits).

To fulfil the Marketing Management programme the student must have at least 7,5 credits in statistics, 7,5 credits in research methods, 7,5 credits in economics, 7,5 credits in Business law, and 7,5 credits in English.

To be eligible for a Bachelor degree in Business Administration at Jönköping International Business School (JIBS) within 1-60 credits the student must obtain at least 7,5 credits within each of the following areas:

Accounting
Finance
Marketing
Organization

Quality Development

Our cooperation with JSA, the student organization, is crucial. This work is conducted on two levels, programmes and courses.

Programme level

On the programme level students elect student representatives for each track of the programme and each study year of the program. The student representatives and the programme managers meet regularly to discuss courses and the progress of the programme. The representatives stay in contact with course coordinators to share the overall impression and student experiences from courses. In addition, the programme manager, student representatives, JSA and faculty meet annually to discuss the entire programme.

Course level

On the course level, student representatives from the course and the course responsible meet shortly after the course has started. The purpose is to ensure that the course is working well and if necessary make minor changes. After each course is finished all students perform course evaluations in PingPong, and student representatives evaluate the course on the aggregate level and communicate with the programme manager and the course responsible.