

**MSC IN ECONOMICS AND BUSINESS ADMINISTRATION
(INTERNATIONAL MARKETING)**

1ST SEMESTER - AUTUMN SEMESTER 2018 - SEMESTER DESCRIPTION

Semester Details

School: Skole for Økonomi og Erhvervsstudie/School of Business and Economics

Study Board: Det Erhvervsøkonomiske Studienævn/Business Administration Study Board

Study regulations: Master's programme in Economics and Business Administration (International Marketing), 2016

Curriculum:

In English:

http://www.fak.samf.aau.dk/digitalAssets/321/321082_e17imstudieordning-for-kandidatuddannelsen-i-erhvervsøkonomi--international-marketing---2016-10-31--engelsk-dok794858.pdf

In Danish:

http://www.fak.samf.aau.dk/digitalAssets/321/321075_studieordning-for-kandidatuddannelsen-i-erhvervsøkonomi--international-marketing---2017.08.28--dansk.pdf

Semester Framework Theme

The framework theme for the 1. semester is Consumer Behavior and E-Marketing in an international context.

The semester theme will be manifested in the three modules focusing on:

- 1) Strategic Marketing and Consumer Behavior
- 2) E-marketing/E-commerce
- 3) Semester project

The semester provides the students with crucial learning about strategic marketing, consumer behavior and e-marketing. There is a focus on how to understand the consumer and how to utilize this information when designing e-marketing strategies. Hereby the semester introduces the students to different international problems in relation to companies conducting marketing in a global and digital context.

The semester is to provide students with advanced knowledge and skills in the subject of marketing, focusing on theoretical as well as methodical qualifications and thereby qualifying students to work independently in the subject area.

Furthermore, the semester provides students with the opportunity to study in depth advanced academic aspects of international marketing disciplines and methods, including training in academic work and methods, which further develop students' abilities in working in a specialist professional capacity and taking part in academic development work.

Semester Organisation and Time Schedule

The semester consists of courses and project work and each of these activities take up 50% of the semester. Some of the courses are organized into thematic modules (module 1 and module 2) and some are taught outside the thematic modules. The course in Research Methodology (module 3) is taught outside the two thematic modules and directly supports the semester project work.

- 1) Lectures
- 2) Seminars /Workshops/Study Trips
- 3) Consultations
- 3) Mini-project Work
- 4) Main Semester Project Work

Lectures

Most of the courses will be taught in lecture form; however class discussions are greatly encouraged during lectures.

Seminars/Workshops/Study Trips

During the semester there will be arranged several seminars, workshops and study trips where the students will get input from business managers and other employees from the business environment.

Mini-project

Students will be required to write two mini-projects (max 11.000 words) in groups during the semester. The mini-projects will be based on theoretical issues to be discussed in modules 1 and 2.

Semester Project

Theme: International Marketing in a Theoretical and Methodological Perspective

Writing a comprehensive project is an important activity in the Autumn semester. The activity starts with the submission of a tentative problem formulation - a synopsis - and continues until the submission of the project. Students will be required to take part in an oral group examination based on the project.

The semester begins primo September and ends ultimo January.

Semester Coordinator and Secretariat Assistance

Coordinators

Academic/Programme Coordinator:

Associate Professor Reimer Ivang, ivang@business.aau.dk

As each module constitutes inputs from different lecturers, the modules have a module coordinator.

Coordinator for Module 1:

Professor John Kuada, kuada@business.aau.dk

Assistant Professor Jeanne Sørensen Bentzen, jeas@business.aau.dk

Coordinator for Module 2:

Assistant Professor, Jonas S. Eduardsen, jse@business.aau.dk

Coordinator for Research Methodology 1:

Professor John Kuada, kuada@business.aau.dk

Secretariat Assistance

International Marketing Secretariat (IM Secretariat)

MSc International Marketing 1.-4. semester:

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