

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

2ND SEMESTER - SPRING SEMESTER 2019 - 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:

Danish and English versions are available here:

<https://www.fak.samf.aau.dk/uddannelse/studieordninger/erhvervsøkonomi/>

Semester framework theme

The framework theme for the 2nd semester is “*executive decision models in international marketing contexts*”.

Modules:

1) International Branding and Marketing Communication

2) Electives (Combination of 5a and 5b)

Electives offered by the International Marketing Programme

- 5a - Export Marketing - 5 ECTS
- 5b - Contemporary Issues in International Marketing - 5 ECTS

Electives offered by the International Business Economics Programme

- 5a - International Business Models and Strategy - 5 ECTS
- 5b - Contemporary Issues in International Business - 5 ECTS

3) Course in Research Methodology II + Semester Project: Application of Quantitative and/or Qualitative Methods in Solving International Marketing Problems

The semester provides the students with crucial learning about executive decision models in international marketing contexts. Hereby the semester contributes to the academic progression in order to present different international perspectives on international branding and marketing communication. More to the students generate crucial learning in how to research a market, analyse the data and recommend different actions based on the material.

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 academic programme consists of the following activities:

- 1) Lectures,
- 2) Mini-project work,
- 3) Semester project work,
- 4) Prerequisite activities.

Lectures

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

Project work

Students will be required to write two projects (the first and third module) in groups during the semester and take part in an individual oral examination based on the project. Furthermore, students will be examined in a 4-hour and 24-hour examination in relation to the electives.

Semester Project

Theme: International Application of Quantitative and/or Qualitative Methods in Solving International Marketing Problems

Writing a comprehensive project is a major activity in the spring semester. The activity starts with the submission of a tentative problem formulation and continues until the submission of the project. Students will be required to take part in an oral group examination based on the project as well as the syllabi for the course in Research Methodology II.

The semester begins primo February and ends ultimo June.

Prerequisite Activities

During the semester mandatory activities might be scheduled - so called prerequisite activities. Please consult the individual module descriptions for further information.

Students must take part in these mandatory activities to be allowed to sit the examination in module 6 - 2nd semester project examination. Students must provide a doctor's note, if they are not able to take part in these mandatory activities in order to be eligible to sit the examination in module 6.

Semester Coordinator and Secretariat Assistance

Coordinators

Academic/Programme Coordinator:

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

Semester Coordinator - 2nd semester

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

As each module constitutes inputs from different lecturers, each module has a module coordinator.

Module Coordinators:

Module 4 - International Branding and Marketing Communication:

Assistant Professor, Andreea Bujac, andreea@business.aau.dk

Module 5a - Export Marketing:

Professor John Kuada, kuada@business.aau.dk

Module 5b - Contemporary Issues in International Marketing:

Assistant Professor Mohammad B. Rana, mbr@business.aau.dk

Module 6a - Research Methodology II:

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

Module 6b - Semester Project:

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

Secretariat Assistance

MSc International Marketing 1.-4. semester
MSc International Business Economics 3.- 4. semester
Birgitte Krogner
Fibigerstræde 11, Room 81
Phone: +45 9940 8051
E-mail: bk@business.aau.dk

MSc International Business Economics 1.- 2. semester
BSc 5.- 6. semester
Helle Nordentoft
Fibigerstræde 11, Room 81
Phone: +45 9940 2727
E-mail: nordentoft@business.aau.dk