JÖNKÖPING UNIVERSITY
Jönköping International Business School

PROGRAMME SYLLABUS

Bachelor in International Marketing, 180 credits

Bachelor in International Marketing, 180 högskolepoäng

Programme Code:	JGBIM	Programmestart:	Autumn 2026
Confirmed:	Nov 19, 2025	Education Cycle:	First-cycle level

Title of qualification

Degree of Bachelor of Science in Business and Economics with a major in Business Administration

Ekonomie kandidatexamen med huvudområdet företagsekonomi

Programme overview

Marketing involves connecting organisations with people. As no organisation today operates outside the influence of the international marketplace, understanding customer needs, creating value, and building relationships across different markets and cultures play a central role in any company. This programme provides you with the theoretical knowledge, strategic understanding, and practical tools needed to design and implement marketing strategies for a global marketplace.

The Bachelor's in International Marketing offers a rigorous grounding in marketing, underpinned by a solid foundation in business and economics, with a strong global outlook that prepares you to operate across markets and cultures. The first part of the programme gives you an understanding of how markets and organisations function, and how firms create, measure, and capture value. You will study principles of economics, organisation, leadership, marketing, accounting, finance, and statistics. Entrepreneurship and sustainability are important themes in this part of the programmes, ensuring that you recognise how individual business decisions relate to firm performance as well as wider societal outcomes.

From your second year, you move through an integrated sequence that deepens your expertise in international marketing. You develop a thorough *understanding of how consumers think and behave*, learning to interpret decision-making and value creation across markets. You explore *how brands are built, communicated, and sustained* over time through coherent, multi-channel strategies and engaging customer experiences, both in traditional and technology-intensive contexts. You also adopt an *entrepreneurial and opportunity-oriented mindset*, learning to identify, test, and develop market opportunities. In addition, you gain insight into managing complex B2B (business-to-business) relationships and coordinating marketing strategies across borders, adapting to diverse cultural, legal, and competitive environments.

Electives allow you to specialise or broaden your pathway. You have the opportunity to study abroad within JIBS' global partner network, and you may choose to undertake an internship for professional experience, credible references, and a stronger CV.

To succeed in marketing the understanding of and ability to use data and market information is key. In line with this, the programme centres around data-driven insight, facilitating your analytical capability in market research, teaching you how to segment markets, position offerings, and evaluate performance with relevant metrics.You will practise analytical fluency with tools for customer insight, translating research findings into clear managerial actions.

Communication skills are developed throughout. You will learn to translate analysis into reports and persuasive presentations tailored to varied audiences. The programme culminates in a bachelor's thesis on a marketing topic with cross-border relevance. The thesis course will demonstrate your research literacy, including your understanding of research design, methodological rigour, and critical analysis.

The programme develops critical thinking and structured problem-solving through an applied pedagogy where cases, company collaboration, and live briefs assist your learning to frame issues, generate options, and defend recommendations. You learn to operate effectively in multicultural teams, manage projects to

scope and deadline, and navigate ambiguity with a professional, service-oriented mindset. The programme embeds responsible practice throughout, encouraging explicit consideration of ethics, sustainability, and the appropriate use of data and artificial intelligence in marketing analysis.

The International Marketing programme will provide you with a tailor-made JIBS experience focused on international outlook, entrepreneurial mindset, and deeply connected to industry. By graduation, you are ready for junior roles such as marketing coordinator, junior brand manager, digital marketing associate, market research assistant, consumer insights analyst, sales representative, junior account manager, e-commerce coordinator, marketing communications coordinator, and you hold a strong academic platform for further study at master's level.

Objectives

Knowledge and Understanding

Bachelor of Science Competence Goal 1:

JIBS' Graduates have comprehensive knowledge and understanding in their major and can effectively apply this knowledge to international contexts.

Translated in the following programme-specific learning outcome:

P – ILO 1: Understand core principles of fundamental marketing theories, and can explain markets, customers, and consumption in globally-oriented organisations and markets.

Skills and Abilities

Bachelor of Science Competence Goal 2:

JIBS' Graduates are skilled in analytical and critical thinking and can conduct academic work.

Translated in the following programme-specific learning outcome:

P- ILO 2: Critically analyse and interpret marketing data, visualise results to make evidence-based market decisions, and write academically sound reports.

Bachelor of Science Competence Goal 3:

JIBS' Graduates are skilled team workers who communicate effectively across cultures.

Translated in the following programme-specific learning outcome:

P - ILO 3: Collaborate and communicate effectively in multicultural settings, producing professional briefs/pitches, and managing projects with clear scoping, timelines, roles, and deliverables.

Judgement and Approach

Bachelor of Science Competence Goal 4:

JIBS graduates contribute to ethical and sustainable business practices with an understanding of societal trends.

Translated in the following programme-specific learning outcome:

P – ILO 4: Critically evaluate marketing decisions for their ethical, sustainable, and legal implications, and design credible strategies that minimise negative social and environmental impacts.

Mission Driven

Bachelor of Science Competence Goal 5:

JIBS graduates have an entrepreneurial mindset and are prepared to navigate in situations of uncertainty and change.

Translated in the following programme-specific learning outcome:

P – ILO 5: Anticipate changes in industries, markets, and society, evaluating their implications for marketing strategies, and designing opportunity-driven responses under uncertainty.

Contents

Electives

During the elective semester, you are required to take courses equivalent to 30 ECTS.

The recommendation is to focus the elective studies on courses in Business Administration and/or Economics at G2F level. You can also choose to study subjects that complement your specialisation and career plans, in: Statistics, Economic Geography, Commercial Law, Language, Computer Sciences, Informatics, and/or Environmental Studies (exceptions from this can apply if pre-approved by the Programme Director).

The elective semester can include academic internship courses worth up to of maximum 15 ECTS.

Courses

Course changes can occur, as long as they do not substantially affect the programme's content and learning goals.

Mandatory courses

Semester	Course Name	Credits	Main field of study	Specialised in	Course Code
1	Global Business and Economics with a Nordic Perspective	5	Economics	G1N	J1GBAE
1	Introduction to Financial Reporting	5	Business Administration	G1N	J1ITFR
1	Microeconomic Principles	5	Economics	G1N	J1MPPK
1	Navigating Academia and Business	5	Business Administration	G1N	J1NAAB
1	Organisation and Leadership	5	Business Administration	G1N	J1OALV
1	Principles of Marketing	5	Business Administration	G1N	J1POMT
2	Applied Business Statistics	5	Statistics	G1F	J1ABSH
2	Entrepreneurship and Economics for Sustainable Societies	10	Business Administration, Economics	G1F	J1EAEF
2	International Economics Principles	5	Economics	G1F	J1IEPS
2	Managerial Accounting for Business Decisions	5	Business Administration	G1F	J1MAFB
2	Macroeconomic Principles	5	Economics	G1F	J1MPVJ
3	Consumer Behaviour	5	Business Administration	G1F	J1CBNL
3	Corporate Finance	5	Business Administration, Economics	G1F	J1CFZS
3	Developing and Managing Business Relationships	5	Business Administration	G1F	J1DAMB
3	Data Management, Analytics and Visualisation	5	Statistics	G1F	J1DMAA
3	International Brand Strategy	5	Business Administration	G1F	J1IBSW
3	Marketing Communications	5	Business Administration	G1F	J1MCVU
4	Optional courses	10			
4	Applied Analysis in Business and Economics	5	Business Administration, Economics	G2F	J1AAIB
4	Entreprenurial Marketing	5	Business Administration	G2F	J1EMPX
4	Marketing Across Borders	5	Business Administration	G2F	J1MABQ
4	Services Marketing in a Technological Environment	5	Business Administration	G2F	J1SMIA
5	Optional courses/Study abroad	30			
6	International Business Law	5	Commercial Law	G1F	J1IBLX
6	Managing Projects and Processes	5	Business Administration	G2F	J1MPAP
6	Research Methods in Business Administration	5	Business Administration	G2F	J1RMIB
6	Bachelor Thesis in Business Administration	15	Business Administration	G2E	JBTP17

Teaching and examination

The programme is campus-based with on-site participation and mandatory sessions included. To pass a course, you must fulfill all the course requirements. Examination is executed through different forms of assessment (including written, oral, participatory). Several methods of assessment can be applied within a single course.

You will be offered examination and re-examination opportunities in accordance with: Regulations and Guidelines for first, second and third cycle education at Jönköping University.

Most courses are graded according to the following six levels: A-E constitutes a pass and FX or F is equal to a fail. Some courses and/or assignments are graded with Pass or Fail.

Entry requirements

General entry requirements and Mathematics 3b or 3c, Civics 1b or 1a1+1a2, English 6. Or: Mathematics Further level 1b or Further level 1c, Civics level 1b, or level 1a1+1a2, English level 2, required grade Passed or international equivalent.

Continuation Requirements

You must meet continuation requirements to be eligible for registration to the next academic year within the programme. For registering to year 2, you must have completed at least 30 ECTS of the courses listed in the programme syllabus. For registering to year 3, you must have completed at least 90 ECTS of the courses listed in the programme syllabus.

To be eligible for study abroad, you must have completed at least 75 percent of the programme credits scheduled up to the time of application. Detailed information about eligibility will be provided in due time before the exchange application period.

Qualification Requirements

To obtain the Bachelor's of Science in Business and Economics with a major in Business Administration (180 ECTS), you shall complete the course requirements of at least 180 credits, where at least 90 credits are in Business Administration (including Bachelor's thesis of 15 credits) and at least 30 credits are in Economics.

To obtain the Bachelor's of Science in Business and Economics (180 ECTS) with a major in Business Administration, with a focus on International Marketing, you must complete: (1) the requirements for the Bachelor's of Science in Business and Economics with a major in Business Administration (180 ECTS), (2) all mandatory programme courses as listed in the above contents section, or their equivalent, (3) elective courses in one or more of the following disciplines: Business Administration, Economics, Statistics, Economic Geography, Commercial Law, Language, Computer Sciences, Informatics, and/or Environmental Studies (exceptions can apply if approved by the Programme Director).

To be eligible for a Bachelor's degree in the field of Business Administration at Jönköping International Business School (JIBS) you must successfully complete at least 5,0 credits within each of the following areas: Accounting, Finance, Marketing, and Organisation.

Preparatory/Foundation courses cannot be included/counted towards the JIBS degree.

A maximum of 15 ECTS from internship courses can be counted towards the degree.

Quality Development

Student involvement and our cooperation with the JIBS Student Association (JSA) is crucial for the quality assurance work. The work is conducted at a school-, programme- and course level.

At the school level, students representing JSA are voting members of JIBS Council for Undergraduate and Master's Education (CUME). For each programme, student representatives are appointed to represent the student perspective in meetings with the Programme Director. Sessions are organised regularly at a programme level, to discuss the general impressions, connections and overlaps between courses, and within-programme progression. The students are also part of the Programme Development Group, where faculty members meet to discuss the overall content and progression of the programme. At a course level, students meet with the course Examiner during as well as after the course to discuss potential improvements of the course design and delivery.