

PROGRAMME SYLLABUS

Preliminary, not confirmed

Master in Strategic Marketing, 60 credits

Master in Strategic Marketing, 60 högskolepoäng

Programme Code:	JAMIX	Programmestart:	Autumn 2026
Confirmed:		Education Cycle:	Second-cycle level

Title of qualification

Degree of Master of Science (60 credits) with a major in Business Administration

Filosofie magisterexamen med huvudområdet företagsekonomi

Courses

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

Entry requirements

The applicant must hold a minimum of a Bachelor's degree (equivalent to 180 ECTS credits from an accredited university). At least 60 credits must be in Business Administration or a combination of 30 credits in Business Administration and 30 credits in related subjects, such as Economics, Industrial Engineering and Management, Business Analytics, Informatics, Communication Studies, Commerce, or Public Relations. At least 5 credits must be marketing. Proof of English proficiency is required.

Qualification Requirements

To obtain the Master of Science (60 credits) with a major in Business Administration, the student must complete the course requirements of at least 60 credits at the higher education level that were not used for the bachelor degree, with at least 45 credits overall in second-cycle courses and at least 30 of those second-cycle credits in business administration including a 15 credit Thesis course in Business Administration.

To obtain the Master of Science (60 credits) with a major in Business Administration, with a focus on Strategic Marketing the student must complete: (1) the requirements for the Master of Science (60 credits) with a major in Business Administration, (2) all mandatory programme courses as listed in the above contents section, or their equivalent, and (3) a Master thesis in Business Administration (15 credits) that covers a topic with relevance for strategic marketing.