

Bachelor in Marketing Management, 180 hp/credits (intake Autumn 24)

Year 1

A1	A2	S1	S2
Communication in a Cross-Cultural Context G1N 7,5hp/credits	Basic Financial Accounting G1N 7,5hp/credits	Organization and Leading in a Sustainable World G1N 7,5hp/credits	Marketing Communication G1F 7,5hp/credits
Foundations of Marketing, G1N, 7.5 credits	Principles of Project Management G1N 7,5hp/credits	Supply Chain Management G1F 7,5hp/credits	Purchasing and Sales G1F 7,5hp/credits

Year 2

Customer-Centric Marketing in New Ventures G2F 7,5hp/credits	Business Digitalization G1F 7,5hp/credits	Corporate Finance 1* G1F 7,5hp/credits	International Marketing G2F 7,5hp/credits
Business Statistics 1 G1N 7,5hp/credits	Microeconomic Principles G1N 7,5hp/credits	Responsible Enterprise G2F 7,5hp/credits	Research Methods, Design Implementation and Analysis G1F 7,5hp/credits

Year 3

Elective Courses/Study abroad 30 hp/credits. JIBS recommend that the studies are performed at G2F. The recommendation is to select courses within the specialization but some complementary topics might be relevant, given students' personal preferences and career-plans. Students are recommended to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law and language.	Thesis in Business Administration G2E 15hp/credits	
	International Marketing Law and Consumer Protection G1N 7,5hp/credits	Brand Management G2F 7,5hp/credits

* Main field of studies Economics, Business Administration.

Business Administration	Economics	General Management	Statistics	Law	Informatics
-------------------------	-----------	--------------------	------------	-----	-------------

The programme overview on this page is merely schematic overview that show subject field and level of the courses. Misprints and errors reserved. For the legal document, please see the programme syllabus for the degree programme in question.