



**MÄLARDALEN UNIVERSITY**  
**SWEDEN**

Course Overview for 2022/2023  
ZEG23

## **Course Overview for the Master's programme in International Marketing, 60 credits**

Programme code: ZEG23

### **Valid for the academic year 2022/2023**

This is a translation of the original course overview in Swedish which has been examined and approved by the study director at School of Business, Society and Engineering, 2022-03-27

### **About the course overview**

Each programme has educational plan, i.e. programme syllabus in which all the courses included in the programme are shown and divided into academic semesters.

The programme syllabus is updated annually with a course overview entailing all the courses of the programme, academic period that those courses are given, specifying in which campus and city the courses are taught, and demonstration whether it collides with another course etc. The course overview is valid for one academic year at a time.

Courses that belong to the main disciplinary of the degree have been marked with an "X" in the column HO.

In the column "pg/comp" "pg" indicates that students belong to the programme have guaranteed admission to the course for that particular study period and that programme semester. In the column "comp" indicates that the students belong to the programme are applying in competition with all the other programme students at MDH. In the column for "city" "E" indicates that the course is given in Eskilstuna and "V" indicates that it is given in Västerås.



### Level and Classification of Progressive Specialization

The University uses the following terms for the classification of progressive specialization, where “G” indicates that the course belongs to a programme at the first-cycle level and “A” that the course belongs to a programme at the second-cycle level:

- G1N course with only upper secondary school entry requirements
- G1F course with less than 60-credit course/courses at first-cycle level as entry requirements
- G1E course including a specially-designed degree project for a higher education diploma
- G2F course with at least 60-credit course/courses at first-cycle level as entry requirements
- G2E course with at least 60-credit course/courses at first-cycle level as entry requirements and which includes a degree project for a Bachelor’s degree
- GXX course which cannot be classified according to the above model
- A1N course with only course/courses at first-cycle level as entry requirements
- A1F course with course/courses at second-cycle level as entry requirements
- A1E course which includes a degree project for a Master’s degree (60 credits)
- A2E course which includes a degree project for a Master’s degree (120 credits)
- AXX course which cannot be classified according to the above model

### Other information

All the courses in the programme are taught in English.

### Semester 1 and 2 of the programme starting with the autumn semester 2022

HO	Title/Course name	Course code	Level/ Specialisation	Credits	Study periods								pg/ comp	Rate of study, form of study, city
					Fall semester period 1		Fall semester period 2		Spring semester period 1		Spring semester period 2			
					a	b	a	b	a	b	a	b		
	<b>Business Administration</b>													
X	Business Research Methods	FOA323	A1N	15	X	X							Pg	Fulltime, V
X	Strategy and International Marketing	FOA324	A1N	15			X	X					Pg	Fulltime, V
X	Contemporary Issues in Consumer Marketing	FOA325	A1N	15					X	X			Pg	Fulltime, V
X	Master Thesis in Business Administration	FOA403	A1E	15							X	X	Pg	Fulltime, V