Bachelor in International Marketing, 180 credits (intake Autumn 26)

Year 1

A1	A2	A3	S1	S2	S3
Navigating Academia and Business, G1N, 5 credits	Principles of Marketing, G1N, 5 credits	Organisation and Leadership, G1N, 5 credits	Applied Business Statistics, G1F, 5 credits	Macroeconomic Principles, G1F, 5 credits	International Economic Principles, G1F, 5 credits
Global Business and Economics with a Nordic Perspective, G1N, 5 credits	Microeconomic Principles, G1N, 5 credits	Introduction to Financial Reporting, G1N, 5 credits	Managerial Accounting for Business Decisions, G1F, 5 credits	Entrepreneurship and Economics for Sustainable Societies, G1F, 10 credits	

Year 2

Consumer Behaviour, G1F, 5 credits	Data Management, Analytics, and Visualisation, G1F, 5 credits	International Brand Strategy, G1F, 5 credits	Services Marketing in a Technological Environment, G2F, 5 credits	Entrepreneurial Marketing, G2F, 5 credits	Marketing Across Borders, G2F, 5 credits
Corporate Finance, G1F, 5 credits *	Marketing Communications G1F, 5 credits	Developing and Managing Business Relationships, G1F, 5 credits	Elective course(s), 10 credits		Applied Analysis in Business and Economics, G2F, 5 credits *

Year 3

Elective Courses/Study abroad 30 hp/credits
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.

Managing Projects and Processes, G2F, 5 credits	Thesis in Business Administration G2E, 15 credits	
Research Methods in Business Administration, G2F, 5 credits	International Business Law, G2F, 5 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.

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