

- Master of Science with a major in Business Administration, specialisation in International Marketing and Brand Management
- 1 year, full-time, 60 ECTS credits
- International Master Class*
- School of Economics and Management, Lund campus
- Application deadline: January 2021
- Programme start: August 2021

Programme overview

This programme prepares you for a career in marketing, strategy, brand and product management, sales and marketing research. The Master's programme in International Marketing and Brand Management is one of Sweden's most popular business MSc programmes.

When applying to this programme, you select either the **Strategies for Brands and International Markets track** or the **International Consumer Trends, Brands and Innovation track**.

Upon completion of the programme, you will graduate with an MSc in Business Administration with a specialisation in International Marketing and Brand Management.

STRATEGIES FOR BRANDS AND INTERNATIONAL MARKETS (TRACK 1): In this track, you will train strategic decision-making and learn how to build brand awareness and loyalty in international markets. You will develop your understanding of the alternative strategies for corporations selecting, entering, developing and leaving international markets. You will also learn about the practical application of brand strategies. Aspects and theories of brand management will be presented and discussed in order to develop knowledge on how to manage in a global brand environment. If you want to learn how to influence decisions, people, businesses and society at large, this is the place to start.

INTERNATIONAL CONSUMER TRENDS, BRANDS AND INNOVATION (TRACK 2): People's consumption is constantly changing, and so must businesses and public authorities to successfully communicate their products and services. This track provides you with the theory and tools necessary to help companies and organisations identify and prepare for future trends and get a head start. We offer you ample opportunities to dive deeper into consumer and market insight and methods for collecting information about consumer trends, as you simultaneously deepen your understanding of brands, innovation and business relationships.

Programme modules/courses

The initial fifteen weeks of the programme are organised into two tracks.

When applying to this programme, you must also select which

track you want to follow, either a more management-oriented perspective or a perspective that puts an emphasis on consumer and cultural aspects. In addition, you will be able to choose courses that will give you the type of specialisation that you prefer within the broader area of international marketing and brand management. Both tracks end with a degree project in global marketing (15 credits).

COURSES – TRACK 1: International Marketing and Strategy; Strategic Brand Management; Multichannel Marketing, Retail and Internationalisation (7.5 credits each); Research Strategy (5 credits).

COURSES – TRACK 2: Consumer Culture Theory and Consumption Insights; From Consumer Insight to Innovation; The Value of Brands in a Consumption Society (7.5 credits each); Research Strategy (5 credits).

ELECTIVES FOR BOTH TRACKS: One of the following two electives (7.5 credits each): Sustainability and Marketing Ethics; or Digital Marketing. One of the following two method courses (5 credits each): Qualitative Research Methods; or Quantitative Research Methods. One of the following two method courses (5 credits each): Understanding Consumption; or Corporate Brand Management and Reputation.

Career prospects

The School's close ties to the international business community and extensive network of corporate partners ensure practical relevance and give your career a head start. Graduates have found employment at internationally leading businesses all over the world, for example, SAS, L'Oréal and IKEA. Graduates from this programme can seek positions in international firms within marketing, strategy, brand and product management, sales and marketing research. You will be able to help businesses gain insight by providing them with trend analysis, consumer and marketing research, business intelligence, scenario planning, strategy and innovation.

Entry requirements and how to apply

ENTRY REQUIREMENTS

An undergraduate degree (BA/BSc) with at least 60 ECTS credits in business administration or the equivalent. English Level 6 (equivalent to IELTS 6.5, TOEFL 90). See www.lunduniversity.lu.se for details on English proficiency levels.

*LUSEM invites students enrolled in selected one-year Master's programmes to apply for an 'International Master Class' at one of our prestigious partner universities. Learn more on www.lusem.lu.se/study/international-opportunities/master-class.





HOW TO APPLY

1. Apply online: Go to www.lunduniversity.lu.se/int-marketing-brand-management.

Click on "Apply" and follow the instructions for the online application at the Swedish national application website www.universityadmissions.se

Rank the chosen programmes in order of preference.

2. Submit your supporting documents:

- **General supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and *how* you need to submit them at www.universityadmissions.se
- **Programme-specific supporting documents:** When applying for this programme, you must also submit a CV and a statement of purpose when you apply to this programme. See www.lusem.lu.se/supporting-documents for further instructions.

We do not require a GMAT or GRE score, but a well-balanced score may strengthen your application to this particular programme. GMAT code, School of Economics and Management, Lund University: 8VR-PL-07. Lund University does not have a GRE code. You are welcome to submit a certified copy of your GRE test result directly to University Admissions in Sweden.

3. Pay the application fee (when applicable).

SELECTION CRITERIA/ADDITIONAL INFO

We look for undergraduates with excellent results from an internationally recognised university. When assessing your academic record, we take into account your grade average, your position in class, your statement of purpose and the standing of the institution where you studied your qualification.

Undergraduates are recommended to have a minimum average grade equivalent to 3.0 out of 4, in cumulated grade point average (CGPA), C in the ECTS grading scale, and B in the American grading scale.

Strong English language communication skills are crucial to gain the full benefit of the programmes we offer. Meeting the minimum English language test requirements does not guarantee admission. A majority of students accepted to this programme submit test scores corresponding to IELTS band 7.0.

TUITION FEES

There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens, the tuition fee for this programme is SEK 120 000 per year. See www.lunduniversity.lu.se for details on tuition fees.

About the School of Economics and Management

Graduates from the School of Economics and Management are well prepared to be leaders of tomorrow. The commitment to making a difference drives the School's learning culture in its focus on student learning, innovation and engagement – all in an international atmosphere. We aim at supporting our students in their learning journeys' towards being capable of tackling global challenges. We do this via a high degree of case-based learning, inviting our students to take part in experiential learning in a way that connects theories with practice. We have a highly qualified faculty with an international outlook, and innovative pedagogical approaches, making sure that our teaching is state-of-the-art. All our programmes reflect the Scandinavian flair on ethics and sustainability, providing a solid foundation for future career ambitions. At LUSEM you learn both to make a difference, and to make it happen!

About Lund University

Lund University was founded in 1666 and is repeatedly ranked among the world's top 100 universities. The University has 40 000 students and more than 8 000 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

The University offers one of the broadest ranges of degree programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. With partner universities in around 70 countries, the University's profile is distinctly international.

Learn more at www.lunduniversity.lu.se

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CONTACT

Programme webpage

www.lunduniversity.lu.se/int-marketing-brand-management

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