

- Master of Science with a major in Business Administration, specialisation in International Marketing and Brand Management
- 1 year, full-time, 60 ECTS credits
- School of Economics and Management, Lund campus
- Application deadline: January 2019
- Programme start: August 2019

## 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 Sweden's most popular business MSc programme, with the largest number of applicants from all over the world.

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 ten weeks of the programme are organised into two tracks. When applying to this programme, you must also select which track you want to follow.

You have a choice between a more management-oriented perspective and 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; 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 Online Marketing, Brands and Consumers. 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): Market Intelligence – Theory and Practice; 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 with 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](http://www.lunduniversity.lu.se) for details on English proficiency levels.

### HOW TO APPLY

**1. Apply online:** Go to [www.lunduniversity.lu.se/int-marketing-brand-management](http://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](http://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.universitadmissions.se](http://www.universitadmissions.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](http://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](http://www.lunduniversity.lu.se) for details on tuition fees.

### CONTACT

#### Programme webpage

[www.lunduniversity.lu.se/int-marketing-brand-management](http://www.lunduniversity.lu.se/int-marketing-brand-management)

#### Programme Coordinator

[master@fek.lu.se](mailto:master@fek.lu.se)

## About the School of Economics and Management

The activities within Lund University School of Economics and Management cover research and education in business administration, business law, economic history, economics, informatics, and statistics, as well as research policy. About 4,100 students and 400 researchers, teachers and other staff members study and work at the School.

The School of Economics and Management provides a well-profiled, research-based education that is international and multidisciplinary in nature and helps equip our students to hold key positions in industry and society in an increasingly globalised world. Our students can choose from a wide range of specialist subjects and attend lectures by some of our best researchers, international guest professors, and business leaders from a broad spectrum of sectors and organisations.

## 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 7,400 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is the most popular study location in Sweden. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)

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