

Bachelor in Marketing Management, 180 credits (intake Autumn 25)

Year 1

A1

Communication in a Cross-Cultural Context G1N
7,5hp/credits

A2

Basic Financial Accounting
G1N 7,5hp/credits

S1

Organization and Leading
in a Sustainable World G
G1N 7,5hp/credits

S2

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
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