MSC INTERNATIONAL MARKETING
TITLE
Master of Science (MSc) in Economics and Business Administration (International Marketing)

DURATION
Full time - two years

LOCATION
Aalborg University (AAU), Campus East

STARTING DATE
1st September

ECTS
120 ECTS
(4 semesters of 30 ECTS each)
In today’s global economy businesses people are crossing boarders faster than ever. Marketers are required to think globally and be aware of the latest internationalisation and marketing trends.

Being a specialist in international marketing, the International Business Centre at Aalborg University offers a highly competitive Master’s Degree programme in International Marketing (IM) uniquely encompassing classic international marketing theories with new media and marketing trends in a practical context.

This 2-year programme helps you understand customer behaviour in an inter-cultural context and prepares you to consider the potential of the internet as a driving technological trend when creating marketing strategies, plans and actions.
# Programme Overview

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<td>International Branding and Marketing Communication 10 ECTS</td>
<td>Traineeship / Semester abroad</td>
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The programme has a duration of two calendar years, divided into four semesters.

1st Semester
The first semester focuses on basic themes within international marketing in a theoretical and methodological perspective. Subjects covered include strategic marketing and consumer behaviour as well as E-Marketing/E-Commerce.

2nd Semester
The second semester comprises specialised courses in application of quantitative and/or qualitative methods in solving international marketing problems, international branding and marketing communication, export marketing and contemporary issues in international marketing.

3rd Semester
In the third semester, as an important and integral part of the international specialisation, students spend 3-5 months as trainees in a company or an institution/organisation or study at a foreign university.

4th Semester
The fourth and final semester is spent on writing a Master’s Degree Thesis. This may have a combination of a theoretical and a practical focus.
During the 3rd semester, you will have the chance to dive into the world of business and gain actual work experience. This semester will not only give you practical knowledge, but will also add to your CV contributing to a more competitive profile.

Former students have undertaken their traineeship at companies either in Denmark or in foreign countries such as the USA, China, India, Australia, Argentina, Ghana, the Philippines, Poland, Spain, UK, Italy, Lithuania, Germany and the list just goes on and on. A variety of companies have welcomed trainees from Aalborg University. Embassies are also a very popular choice with our students.

It will be your responsibility to find a traineeship whether in Denmark or abroad. However, university staff will be at hand to help and guide you through the entire process.

It is a great satisfaction for us to see how many students have actually found their future employers among the host companies. Although a traineeship does not automatically mean that students gain a long-term workplace, on many occasions students have actually been offered a position within the company.
The objective of the Master’s Degree Thesis in International Marketing (IM) is to offer you the opportunity to undertake a comprehensive study of any research issue in international marketing of your preference. Your choices may be based on issues to which you have been exposed during the preceding three semesters or other issues of relevance to the study programme.

The thesis will also offer you the opportunity to demonstrate your ability to select theories that may be considered pertinent to the issues of investigation, critically assess the strengths and weaknesses of these theories and identify the knowledge gaps in the area. This assessment would normally include the meta-theoretical foundations of the chosen theories in relation to the research problems.

You will also be able to demonstrate your ability to justify your choice of research methods and follow this choice consistently in the study. The thesis may be written on an individual basis or in a group.
Many students choose AAU as their place to study because Aalborg University is known for its unique Problem Based Learning model (PBL). Every semester, students form groups to produce a project, which is an essential part of the programme. With PBL, students get to work on cases from the business world, make a project and experience group work. Our strong links with industry mean that rigorous undergraduate academic study is combined with a real practical focus. It requires students to identify real-life problems faced by firms and solving them.

At Aalborg University, we believe that by
- Cooperating with businesses
- Learning how to apply knowledge in a specific real-life situation
- Developing team work skills
our graduates will acquire the ability to work analytically and gain knowledge and skills at a high professional level. This is what we believe makes our graduates prepared for the job market.

Students will experience a strong focus on research activities. This is one of the reasons why AAU is ranked 67th in the “top 100 universities under 50 years”-ranking list.
“I chose the MSc programme in IM at Aalborg University because it is an education, which opens doors to a range of career possibilities in marketing, sales, export, business development, etc. I find it positive that the people who are attending the programme are from all over the world. This gives me an opportunity to work with people from different cultures, which I find interesting and I am sure that I will use this international network in my future career. The international perspective in the study is good, because it gives me the opportunity to work for an international company, which is one of my primary goals.”

Morten Jensen, Denmark
Msc. International Marketing

“Although the theoretical part of the study is of course really important, students also need to focus on the social aspects, since it is the social connections that help students get through. Moreover, I learned that the ability to collaborate across different cultures and with different people is highly valued in today’s labour market. I put great emphasis on this when I subsequently looked for a job, the fact that I have learned to study and work well both individually and in teams. I have been one of the lucky ones who got a job quickly after I ended my study, and now I have a job where I’m involved daily with marketing.”

Carina Tordrup, Denmark
Msc. International Marketing

“When I heard about Aalborg University’s PBL model and the practical application of theories, I began to search for a programme best matching my interest. International Marketing was exactly what I was looking for as the studies are taught in an international context.

I met people from all corners of the world and developed new friendships. The staff at the International Business Centre made the courses very interesting. The PBL model has prepared me to deal with inter-cultural differences and to see the role of theories in real-life context. Gaining understanding about the role of theories has enabled me to approach certain tasks with a more careful and critical mind set.

If you are interested to work within international marketing, this programme will prepare your future career with the right academic foundation and beyond. You will learn a lot about the areas you are most interested in as you get to choose your own topics for your projects, but you will also grow on a personal level as you will discover your strengths and weaknesses while you study in such a diverse environment.”

Jelica Matoricz, Hungary
Msc. International Marketing
OPPORTUNITIES AFTER GRADUATION

The programme in International Marketing offers students an opportunity to have clear-cut profiles upon graduation.

Having a clear-cut profile strengthens students’ ability to convince future employers of their skills and competencies. Many of our students have worked towards one of the following profiles:
• International Market Analysis
• Digitalisation and Global Sourcing
• Global Advertising and Communication
• International Relationship Marketing
• International B2B Marketing
• International Consumer Behaviour.

You can pursue careers in:
• National or international organisations
• The private sector (large companies, banks and financial institutions or consultancies)
• International research institutions and universities.
ENTRY REQUIREMENTS

A Bachelor’s Degree in Economics and Business Administration (three years) or the equivalent is required. Professional Bachelor’s Degrees from university colleges are not considered equivalent. However, upgrading your qualifications is a possibility. Contact our Study Board to hear more about this or look here for further information: www.studyguide.aau.dk

Guest/exchange students are expected to have a minimum of three years of study within the field of general business administration depending on which semester they apply for.

Foreign students are required to pass one of the English proficiency tests accepted by Aalborg University. These are IELTS, TOEFL and Cambridge ESOL. The test must be less than two years old, otherwise it will not be accepted as valid. Danish students must have no less than a B-level in English.

You do not have to submit an English test if one of the following criteria applies to you:

• You have completed a Bachelor’s Degree taught in English in either Australia, the UK, Ireland, Norway, Sweden, Finland, Iceland, USA, New Zealand, South Africa or Canada.
• You have a Bachelor’s Degree in English from a Danish University.

Further information about entry requirements and application procedures are found here: www.apply.aau.dk
Aalborg is a natural hub of cultural and academic activities in the Northern Denmark, making it the 4th largest city in the country. Aalborg has developed in a cultural power base and with AAU as its core, into a student city of international standards. Aalborg is a modern city and it is used to international students. Most of the local citizens speak English at a fairly high level.

Located near Denmark’s stunning coast Aalborg is known for its cozy café-life, cobblestone streets and a charming harbor front. Aalborg offers a wide range of activities within music, film, theatre, art and sports together with a unique nightlife.

For two consecutive years - 2015 and 2016 - Aalborg has been proclaimed the happiest city in Europe according to the Business Insider ranking. The source describes Aalborg in the following way: “The city utilities like a symphony orchestra, a world class university, and a beautiful waterfront, make it not surprising that Aalborg’s citizens are the most satisfied in Europe”.

The students have their own organisations to suit everyone’s needs and preferences. You will be able to find a big variety of clubs in the city, where people team up by interests like sports, leisure, politics, board games, socialising etc. At the campus, the Student Society arranges numerous parties.

The Student House in the city centre is a favorite place for students to meet and it is famous for hosting entertainment events for students all year round.
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IN DIVERSITY
The International Business Centre (IBC) at Aalborg University specialises in teaching and research in international business and international marketing. It has been an integral part of the Department of Business and Management since 1984.

The IBC has been globally active within teaching, research and collaboration with business for nearly 30 years. The centre aims at training future executives through the internationally recognised Problem Based Learning model. It contributes to knowledge creation through research and academic dialogue between the centre and its broader environment.

The IBC offers programmes both at undergraduate level in form of a Bachelor’s Degree in Economics and Business Administration, while the graduate level consists of the Master’s Degrees in International Business Economics and in International Marketing.

This creates an international environment where cultures meet and people learn from each other at an academic and personal level.

The composition of the academic staff is as diverse as the student groups, which provides a unique inter-cultural dialogue. Both professors and PhD students are from a variety of different countries such as China, Ghana, USA, Romania, Bulgaria, and Denmark. The language spoken at the IBC is English.