



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

Jönköping, 20th May 2026

Dear Strategic Marketing student,

Welcome to the Master of Science programme in Strategic Marketing (SM)! As your Programme Director, I am delighted you chose this programme. My colleagues and I are committed to making your time at Jönköping International Business School (JIBS) both enjoyable and productive.

Over the next year, we will strive to improve your entrepreneurial effectiveness, both in creating and launching new start-ups and in identifying and developing opportunities within existing organisations.

The **introduction week** will take place during August. There will be a mandatory roll call during this week, with precise details provided in a separate message. During the roll call, I will have the opportunity to meet you all in person. I look forward to seeing you then!

The introduction week is devoted to information sessions, lectures, and social events to introduce you to your programme and our school. It is vital that you attend all information sessions and lectures. We also recommend participating in social events to help you feel at home more quickly.

The student web is a useful source of information regarding courses and other university-related activities <https://ju.se/student/en.html>.

As your Programme Director, I am responsible for the overall quality and development of the programme. You are welcome to contact me with questions about the programme. However, questions regarding specific courses should be sent directly to course examiners.

Let me give you a short description of **the first two courses** and the faculty involved:

Strategic Marketing and Business Growth

Course code: J2SMAB

This course provides you with a comprehensive understanding of how marketing contributes to firm-level strategy, introducing you to marketing's range of functions and how they enable corporate goals. The core focus is on strategy and strategy-making, equipping you with conceptual tools and analytical frameworks to interpret corporate strategy and design market strategies that align with corporate vision, growth targets, and competitive positioning. Through a blend of theory, case analysis, and applied projects, you will explore how organisations create and capture value in dynamic markets and gain hands-on experience developing comprehensive market plans that support business expansion and long-term profitability.

Course Literature

Readings will include a course compendium or selected readings of relevant articles for each aspect covered in the course. You will be informed of the readings at the introduction of the course.

Course Syllabus

[Click here to access the course syllabus](#)

Course Examiner

Ulf Aagerup

Associate Professor in Business Administration

Email: ulf.aagerup@ju.se

Working Across Boundaries

Course code: J2WABJ

This course prepares you to navigate the academic, interpersonal, and professional challenges of your master's studies at JIBS, where you will face new expectations, diverse perspectives, and complex organisational contexts. Through three modules, you will learn to manage the boundaries between student and academic life, among team members, and within organisations. By completing the course, you will be equipped to think critically, reflect purposefully, and question constructively, while gaining the confidence to organise your studies, engage meaningfully in class discussions, and manage your professional development with insight into your values and your role in diverse teams.

Course Literature

Compendium: A list of selected readings will be posted on the course page.

Course Syllabus

[Click here to access the course syllabus](#)

Course Examiner

Ramya Sakthivel

Assistant Professor in Business Administration

Email: ramya.sakthivel@ju.se

We look forward to seeing you in August!



Thomas Cyron

Programme Director of MSc Strategic Entrepreneurship

Email: thomas.cyron@ju.se

Office: B6034