

Welcome to the International Marketing Programme

Dear student,

Welcome to the **International Marketing programme**. We are very pleased to welcome you to **Jönköping International Business School (JIBS)**.

I would like to take this opportunity to share some initial information about the programme and your first two courses, and to help make your time at JIBS both enjoyable and productive. I am delighted that you have chosen this programme, and I can assure you that my colleagues and I will do our utmost to provide you with an engaging, challenging, and rewarding learning experience.

International marketing is about understanding markets, customers, and value creation across borders and cultures, and about designing strategies that connect organisations with people in a global marketplace. The programme gives you a solid foundation in business administration and economics, while also preparing you for the analytical, strategic, ethical, and communication challenges that shape contemporary marketing practice. Throughout the programme, you will develop the ability to understand customer needs, interpret market data, communicate persuasively, collaborate across cultures, and make responsible marketing decisions in changing international environments.

This means that your studies will not only introduce you to core business disciplines such as marketing, organisation, leadership, accounting, finance, and economics, but will also help you build the mindset and capabilities needed for an international marketing career. The programme is designed to combine theory and practice through cases, projects, teamwork, presentations, and applied analysis. In this way, you will gradually strengthen your ability to work with customer insight, branding, market communication, business relationships, and marketing strategy across borders, while also developing the professional judgement needed to act responsibly in a data-rich and rapidly evolving world.

The programme starts on Monday, 24 August, with a formal roll call.

The entire first week, 24–28 August, is devoted to information sessions, programme-specific lectures, and social activities designed to introduce you to both your programme and our school. It is important that you attend the information sessions and lectures, and we also strongly encourage you to take part in the social activities, as they are a valuable part of settling in and becoming part of the JIBS community.

I – Lucia Pizzichini – as programme director, am responsible for the overall coordination of all programme courses and development of the programme. You are more than welcome to get in touch with me with questions regarding the programme at any time. Questions regarding the courses should be sent directly to the course examiners.



Lucia Pizzichini

Assistant Professor in Business Administration
Programme Director, lucia.pizzichini@ju.se

Below, you will find a short introduction to your first two courses, the teaching staff involved, and the required course literature.

Navigating Academia and Business, 5 credits

This workshop-based course provides an essential foundation for your studies by helping you develop academic, interpersonal, and professional competencies needed to thrive both at university and in future international business environments. Through lectures, interactive workshops, simulations, and role-plays, you will work with self-awareness, critical thinking, academic reading and writing, responsible use of technology and AI, and collaboration in culturally diverse teams.

For your pathway in International Marketing, this course is important because it helps you build the academic and professional habits that support success throughout the entire programme: communicating clearly, collaborating constructively in multicultural teams, reflecting on values and professional responsibilities, and developing the self-awareness needed to work with different audiences and perspectives. These capabilities are highly relevant for later courses in marketing, where you will work with customer insight, brand communication, projects, and teamwork across cultures and markets.

Course literature: To be provided at the start of the course.

Course examiner: **Sumaya Hashim**, PhD, Assistant Professor in Business Administration (sumaya.hashim@ju.se)



Global Business and Economics with a Nordic Perspective, 5 credits

In this course, you will be introduced to the principles and frameworks needed to understand how markets and businesses operate in an interconnected world. The course covers foundational economic and business concepts such as scarcity, trade-offs, opportunity cost, comparative advantage, organisational forms, and how firms operate under different economic and geopolitical conditions. It also introduces the Nordic context, where collaboration, trust, consensus-oriented decision-making, and long-term thinking shape both business and public policy.

This course contributes to your pathway in International Marketing by giving you a broad analytical foundation for understanding how markets, organisations, and economies function in an interconnected world. It helps you compare different business environments and institutional settings, while strengthening your academic writing, critical reasoning, mathematical, and problem-solving skills. These are essential building blocks for later studies in consumer behaviour, marketing communications, international brand strategy, developing and managing business relationships, and marketing across borders. The Nordic perspective also encourages you to think about how competitiveness, equality, trust, and sustainability influence the way organisations create value and build long-term relationships in international markets.

Course literature: To be provided at the start of the course.

Course examiner: **Marcel Garz**, PhD in Economics, Associate Professor in Economics (marcel.garz@ju.se)



We look forward to seeing you in August!

Programme Director and the teaching team of the International Marketing Programme