The following curriculum for the Master’s Programme in Economics and Business Administration (International Marketing) is established pursuant to Act no. 261 of 18 March 2015 on Universities (the University Act).

1. Introduction
The Master’s Programme in Economics and Business Administration (International Marketing) is structured in accordance with Ministerial Order no. 1061 of 30 June 2016 on Bachelor and Master’s (Candidatus) Programmes at Universities (the University Programme Order) by the Ministry of Higher Education and Science and Ministerial Order no. 1062 of 30 June 2016 on University Examinations and Grading (the Examination Order). Further reference is made to Ministerial Order no. 1068 of 30 June 2016 on Admission and Enrolment on Master’s (Candidatus) Programmes at Universities and Ministerial Order no. 114 of 3 February 2015 (the Grading Scale Order).

2. Study board and faculty
The Master’s Programme in Economics and Business Administration (International Marketing) falls under the Study Board of Economics and Business Administration, Faculty of Social Sciences, Aalborg University.

The programme falls under the team of examiners for Economics and Business Administration.

3. Admission
Admission to the Master’s Programme in Economics and Business Administration (International Marketing) requires a Bachelor’s Degree in Economics and Business Administration or other relevant qualifications at the same level.

(2) The university may admit students who meet the requirements stipulated in subsection 1 provided that they upon enrolment on the master’s programme complete a supplementary study activity at the university of no more than 15 ECTS credits. The student must have passed the supplementary study activity no later than 12 months after the commencement of study.

(3) The student has three examination attempts to pass the test(s) included in the supplementary study activity.

(4) Pursuant to the regulations set down by the Study Board of Economics and Business Administration, the supplementary study activity consists in completion of one or more tests stipulated in the ‘Curriculum for the Bachelor Programme in Economics and Business Administration, part 2, Aalborg University, September 2013’ (or any recent versions). The test rules, learning goals etc. follow from the regulations set down in the curriculum for the bachelor programme.

(5) Under a transitional arrangement in force up until 31 August 2016 applicants who fail to meet the requirements set down in subsection 1 or 2, but who hold a relevant bachelor degree may be enrolled on the programme following an individual assessment and with specially organised supplementary elements. Stu-
dents who have completed the bachelor programme may undertake supplementary activities with a view
to meeting the admission requirements for master’s programmes. The last time this is possible is for the
master’s programmes that commence on 1 September 2016.

4. Title of the programme in Danish and English
The titles of the programme in Danish and English are Kandidatuddannelsen i Erhvervsøkonomi (International
Marketing) and Master of Science (MSc) in Economics and Business Administration (International
Marketing), respectively. The title in Latin is cand.merc. (candidatus/candidata mercaturae).

5. Prescribed completion time (ECTS credits)
The Master’s Programme in Economics and Business Administration (International Marketing) is a two-year
research-based full-time programme. The programme is prescribed to 120 ECTS credits.

6. Academic profile
The aim of the Master’s Programme in Economics and Business Administration (International Marketing) is
for the student to:
• Expand the knowledge and competences within international marketing in private and public or-
ganisations that the student has acquired on the bachelor programme, and increase the student’s
theoretical and methodical qualifications and ability to work independently compared to the
bachelor level.
• Become able, through academic immersion, to independently apply the advanced theories and
methods applied within research on international marketing.
• Qualify to participate in academic development work, among other things through research train-
ing (PhD programme).
• Qualify for specialised jobs in the public and private sectors.

(2). Courses
Students enrolled on the Master’s Programme in Economics and Business Administration (International
Marketing) may choose to take electives corresponding to 30 ECTS credits. Electives at other educational
institutions must be approved by the coordinator and Study Board. The constituent courses of the pro-
gramme represent 90 ECTS credits, including the Master’s Thesis at 30 ECTS credits.

(3). Academic and professional competences upon completion
The aim of the Master’s Programme in Economics and Business Administration (International Marketing) is
to enable the student to:
• Demonstrate knowledge on the subject area based on the highest level of international research,
and link the subject area to the issues/problems experienced by companies.
• Understand and, on a scientific basis, reflect on the knowledge of the subject area and identify sci-
entific issues/problems.
• Master the scientific methods and tools of the subject area, and demonstrate practical skills in rela-
tion to implementing the solutions of the subject area in existing companies.
• Assess and critically choose between academic theories, methods, tools and basic skills within the
subject area and, on a scientific basis, establish analysis models and possible solutions.
• Communicate research-based knowledge and discuss professional and scientific issues/problems
with peers and non-specialists alike.
• Manage work and development situations that are complex, unpredictable and require new solu-
tions.
• Initiate and conduct professional and cross-disciplinary cooperation within an organisation and as-
sume professional responsibility in relation to the international marketing of an organisation.
• Take responsibility for own professional development and specialisation.
• Undertake problem-oriented and cross-disciplinary work.
• Cooperate, work in teams and undertake project management.

In addition, as the student is free to choose electives in the third semester and all semesters of the programme include project work, the Master’s Programme in Economics and Business Administration (International Marketing) gives each student a unique opportunity to create an individual competence profile.

7. Rules on modules, course elements and electives

Overview of the Master’s Programme in Economics and Business Administration (International Marketing):

<table>
<thead>
<tr>
<th>Module</th>
<th>Examination</th>
<th>Teaching ECTS</th>
<th>Exam ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strategic Marketing and Consumer Behaviour</td>
<td>Internal, oral individual exam based on group report. The exam lasts 30 minutes.</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>E-Marketing/E-Commerce</td>
<td>External, oral group exam based on group report. The exam lasts 30 minutes per group member and no more than 2.5 hours.</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Semester Project: International Marketing in a Theoretical and Methodological Perspective</td>
<td>External, oral group exam based on group report. The exam lasts 30 minutes per group member or no more than 2.5 hours. Participation in exercises, seminars or other specified activities must be verified and approved.</td>
<td>10</td>
</tr>
<tr>
<td>3a</td>
<td>Research Methodology</td>
<td>Questions asked as part of the Semester Project exam.</td>
<td>5</td>
</tr>
<tr>
<td>3b</td>
<td>Semester Project</td>
<td>See item no. 3.</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>International Branding and Marketing Communication</td>
<td>External, oral individual exam based on group report. The exam lasts 30 minutes.</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Electives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5a</td>
<td>Export Marketing (B2C &amp; B2B Perspectives)</td>
<td>Internal, individual 4-hour written exam based on a case.</td>
<td>5</td>
</tr>
<tr>
<td>5b</td>
<td>Contemporary Issues in International Marketing</td>
<td>Internal, individual 24-hour written exam.</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Semester Project: Application of Quantitative and/or Qualitative Methods in Solving International Marketing Problems</td>
<td>External, oral group exam based on written report. The exam lasts 30 minutes per group member or no more than 2.5 hours. Participation in exercises, seminars or other specified activities must be verified and approved.</td>
<td>10</td>
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<tr>
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</tr>
<tr>
<td>6a</td>
<td>Quantitative and Qualitative Methods in International Marketing/Business Research</td>
<td>Questions asked as part of the Semester Project exam.</td>
<td>5</td>
</tr>
<tr>
<td>6b</td>
<td>Semester Project</td>
<td>See item no. 6.</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Company collaboration (project-oriented stay with a company and production of final project)</td>
<td>External, oral individual or group exam based on written report. The exam lasts no more than 60 minutes per group member or 3 hours in total.</td>
<td>30</td>
</tr>
<tr>
<td>7b</td>
<td>Work on an academic project in Denmark</td>
<td>External, oral group exam based on written report. The exam lasts no more than 60 minutes per group member or 3 hours in total</td>
<td>30</td>
</tr>
<tr>
<td>7c</td>
<td>Studies/courses under other master’s programmes at AAU, another Danish university or approved stay abroad (must comprise a total of 30 ECTS credits)</td>
<td>Transfer of credits.</td>
<td>30</td>
</tr>
<tr>
<td>8</td>
<td>Master’s Thesis</td>
<td>External, oral group exam based on written report. The exam lasts no more than 60 minutes per group member or 3 hours in total.</td>
<td>30</td>
</tr>
</tbody>
</table>

All modules are offered and conducted in English only. However, semester projects may be completed in Danish as well as English. If the student chooses Danish as the project language, the exam will also be conducted in Danish. The choice of language will be evident from the student’s diploma.

**Module 1. International Strategic Marketing and Consumer Behaviour**

**Aim:** The aim of module 1 is to give the student insight into and an understanding of dominant theories in the fields of international strategic marketing and consumer behaviour.

**Content:** The student will be introduced to theories and methods to enable the student to analyse international markets and formulate strategies and plans that will improve the competitiveness of international companies in these markets.
Length of module (ECTS credits): See the table above.
Teaching and work forms: The teaching will take the form of lectures, cases and seminars, where appropriate.
Position in time: See the table above.
Participation requirements: None other than the general admission requirements of the programme.
Learning goals: Upon completion of the module, the student will:
- Be able to demonstrate knowledge of strategic marketing and consumer behaviour theories and models.
- Have acquired skills and competences in applying the theories and models in analysing international marketing opportunities for consumer goods and services.
Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.
Form of examination: See the table above.

Module 2. E-Marketing/E-Commerce
Aim: The aim of module 2 is to provide the student with knowledge about theories and methods that will enable the student to analyse and understand how digitalisation affects today’s international marketing environment. Focus is on how digital tools influence areas such as marketing and strategic development.
Content: Key topics and issues/problems within digitisation, e-marketing and e-commerce in relation to international marketing strategy formulation.
Length of module (ECTS credits): See the table above.
Teaching and work forms: The teaching will take the form of lectures, cases and seminars. The lectures will introduce the student to the development of the digitalisation of business processes and the theories underlying them. The student will also be given hands-on tools for analysing the digital processes of marketing functions in international companies.
Position in time: See the table above.
Participation requirements: None other than the general admission requirements of the programme.
Learning goals: Upon completion of the module, the student will:
- Be able to demonstrate knowledge of digitisation and e-marketing tools and strategies.
- Have acquired skills and competences in applying the theories and models in conducting investigations into marketing-related issues/problems in a company, including segmentation and designing marketing strategies.
Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.
Form of examination: See the table above.

Module 3. Semester Project: International Marketing in a Theoretical and Methodological Perspective
Aim: The aim of module 3 is to provide the student with knowledge, skills and competences in problem formulation; identification and synthesis of literature that is relevant to the issue; scientific and philosophical reflections on the theories identified; and any adaptations required to apply the theories to practical international marketing decisions.
Content: The student can choose between topics and problem areas related to international marketing.
Length of module (ECTS credits): See the table above.
Teaching and work forms: The student is requested to choose an international marketing issue/problem related to modules 1 and 2 and subsequently conduct the following tasks: (1) literature review related to
the defined issues/problems followed by the design of a conceptual framework, (2) presentation and discussion of alternative methodological positions (based on the student’s knowledge of theory of science and methodological design), and (3) suggestions for possible solutions to the issues/problems identified. The semester project is prepared in groups and presented in a report of no more than 50 pages.

**Position in time:** See the table above.

**Participation requirements:** None other than the general admission requirements of the programme.

**Learning goals:** Upon completion of the module, the student will have acquired the following knowledge, skills and competences:

- The main aim of the module is to provide the student with knowledge of specialised topics within international marketing.
- The student is expected, on a theoretical and practical basis, to account for key aspects of the models and theories discussed and, on this basis, examine relevant issues/problems in practice.
- The student should also be able to discuss and analyse advantages and disadvantages to various theories and models, and to relate the content of the courses to decision purposes in a company.
- The student should be able to formulate a marketing issue/problem relevant to an international company.
- The student should be able to conduct a systematic literature review, leading to a framework for conceptualising the problem identified.
- The student should be able to describe and discuss the philosophical/epistemological (theory of science) positions of the theories presented in the reviewed literature.
- The student must prepare designs/research strategy for investigating the problem identified.
- The student must independently be able to take responsibility for own academic development and specialisation relevant for a professional career.
- The student must prepare a research report with a clear structure and a clear language.

**Assessment criteria:** The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

**Form of examination:** See the table above.

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**Module 4. International Branding and Marketing Communication**

**Aim:** The aim of module 4 is to give the student knowledge, skills and competences on an advanced level to discuss and analyse key concepts, issues/problems and methods within international branding and marketing communication.

**Content:** Key topics and issues/problems in international branding and marketing communication in relation to international marketing strategy formulation.

**Length of module (ECTS credits):** See the table above.

**Teaching and work forms:** The student will be introduced to theories of branding and marketing communication in an international business context as well as tools that will enable the student to analyse and formulate branding and marketing communication strategies to improve the competitiveness of international companies. The teaching will take the form of lectures, cases and seminars.

**Position in time:** See the table above.

**Participation requirements:** None other than the general admission requirements of the programme.

**Learning goals:** Upon completion of the module, the student will:

- Be able to demonstrate knowledge of theories and models of branding and marketing communication.
- Have acquired skills and competences in applying the theories and models in analysing branding and communication issues/problems of international firms.
Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

Form of examination: See the table above.

Module 5. International Marketing electives

The aim of module 5 is twofold: (1) to provide the student with knowledge of theories and models explaining export marketing processes and strategies, and (2) to give the student insight into contemporary international marketing issues. The module is composed of two sub modules: 5a and 5b.

Module 5a. Export Marketing

Aim: The aim of module 5a is to provide the student with knowledge, skills and competences within theories and models explaining export marketing processes and strategies.

Content: Export marketing constitutes the first step in international marketing processes. Module 5a will therefore introduce the student to theories, models and tools for understanding export marketing processes and alternative strategies for improving a company’s competitiveness in existing and new export.

Length of module (ECTS credits): See the table above.

Teaching and work forms: The student will be introduced to theories of export marketing as well as tools that will enable the student to analyse export marketing-related issues. The teaching will take the form of lectures, cases and seminars.

Position in time: See the table above.

Participation requirements: None other than the general admission requirements of the programme. Students enrolled on the Master’s Programme in Economics and Business Administration (International Business Economics) may participate in this elective.

Learning goals: Upon completion of the module, the student will:

- Be able to demonstrate knowledge of theories and models of export marketing.
- Have acquired skills and competences in applying the theories and models in analysing export marketing issues/problems of international companies within a global business context.

Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

Form of examination: See the table above.

Module 5b. Contemporary Issues in International Marketing

Aim: The aim of module 5b is to provide the student with knowledge of theories and models explaining contemporary issues/problems within international marketing and strategies.

Content: The module defines and discusses a selected set of contemporary and emerging international marketing issues/problems and how to position the issues/problems in the theoretical and managerial landscape.

Length of module (ECTS credits): See the table above.

Teaching and work forms: The teaching format includes seminar sessions, guest speakers and company visits to capture the essence of emerging phenomena.

Position in time: See the table above.

Participation requirements: None other than the general admission requirements of the programme. Students enrolled on the Master’s Programme in Economics and Business Administration (International Business Economics) may participate in this elective.

Learning goals: Upon completion of the module, the student will:
• Be able to demonstrate knowledge of theories and models related to specific topical international marketing issues.
• Have acquired skills and competences in applying the theories and models in analysing these issues/problems of international companies within a global business context.

Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

Form of examination: See the table above.


Aim: The aim of module 6 is to provide the student with skills and competences in problem formulation and quantitative and/or qualitative data collection and analysis in relation to international marketing decisions.

Content: The student will be required to choose an international marketing issue/problem for analysis. The student will then perform the following tasks: (1) a literature review related to the defined issue/problem followed by the design of a conceptual framework, (2) collection of relevant data, and (3) offering suggestions for possible solutions to the issues/problems identified. The analysis is performed in groups and presented in reports of no more than 50 pages.

Length of module (ECTS): See the table above.
Teaching and work forms: The students will be required to work in groups. Each group will decide on specific marketing issues, which will be investigated using either quantitative or qualitative research methods (or a combination of the two). The students will also be required to analyse the data in relation to their literature review and conceptual framework, thus addressing the identified issues. The analysis will form the basis of a research report.

Position in time: See the table above.
Participation requirements: None other than the general admission requirements of the programme.

Learning goals: Upon completion of the module, the student will have acquired the following knowledge, skills and competences:
• Demonstrate knowledge on marketing-related issues/problems and how to analyse these with a view of decision purposes.
• Formulate a concrete and relevant international marketing issue/problem to be investigated.
• Identify and review theories relevant to the identified issue.
• Prepare a research design.
• Either collect primary data (using quantitative and/or qualitative methods) or rely on appropriate secondary data for addressing the identified marketing issue.
• Independently take responsibility for own academic development and specialisation relevant for a professional career.
• Use the results of own analysis to suggest alternative solutions to the issue.
• Present the analysis in a research report with a clear structure and a clear language.

Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

Form of examination: See the table above.

Module 7. Electives (constituent courses)

Aim: Electives comprise courses and study activities that may constitute constituent elements of the master’s programme. Electives may include activities offered by other study boards at Aalborg University or at
another Danish or foreign university. The study activity must be pre-approved by the Study Board of Economics and Business Administration to ensure that the activity meets the requirements on a constituent element under the Master’s Programme in Economics and Business Administration (International Business Economics). The student’s third-semester study plan is prepared in consultation with the programme coordinator. Upon completion of the elective the student will have acquired a special academic competence which forms part of the chosen profile.

Module 7a. Company collaboration
Aim: The aim of module 7a is to enable the student to mobilise the knowledge, skills and competences acquired in semesters 1 and 2 in a company project considered a forerunner of the Master’s Thesis, which is completed in the following semester.

Content: A project-oriented study element represents an opportunity to combine theory and methods introduced in the programme with practice in a company or organisation. The project-oriented study element must be conducted in a Danish or foreign company, a Danish institution or authority located in Denmark or abroad or in a foreign or international organisation. The aim of the project-oriented study element must be educational and its work tasks of an academic nature. The project-oriented study element concludes with the completion of a project report. The project report is based on the concrete international tasks which the student has participated in solving in the given company or organisation. The project report, which forms a basis for examination, must document the theoretical and methodical deliberations underlying the chosen solutions as well as assessments and choices of alternative solutions.

Length of module (ECTS credits): See the table above.
Teaching and work forms: The project work, including problem statement, choice of method and literature review, is conducted by the student independently in cooperation with an appointed supervisor, who approves the final problem statement.
Position in time: See the table above.
Participation requirements: The student must have passed the 1st and 2nd semesters of the Master’s Programme in Economics and Business Administration (International Marketing).
Learning goals: Upon completion of the module, the student will be able to:
(Knowledge)
- Identify scientific issues/problems within the area and, on the basis of qualifications achieved in the 1st and 2nd semesters, address these.
- Reflect on international marketing issues/problems on a scientific basis.
(Skills)
- Apply international marketing theory on concrete issues/problems, either from an empirical or a theoretical basis.
- Select relevant theory, methods and tools and, on a scientific basis, present possible solutions.
- Communicate research-based knowledge.
- Discuss professional and scientific issues/problems with peers and non-specialists alike.
(Competences)
- Manage work and development situations that are complex, unpredictable and require new solutions.
- Plan and further develop development projects within international marketing.
- Make assessments and decisions in complex contexts.
- Independently initiate and conduct professional and cross-disciplinary cooperation and assume professional responsibility.
- Present scientifically based argumentation.
- Independently take responsibility for own professional development and specialisation.
Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a
few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements
for acceptance considering the above learning goals.

**Form of examination:** See the table above.

**Module 7b. Work on an academic project in Denmark**

**Aim:** The aim of module 7b is to increase the student’s competences within one or more of the core areas
of the programme. The student is expected to conduct the semester project in close cooperation with a
relevant research environment. The topic of the semester project is chosen by the student and approved by
the programme coordinator.

**Content:** A project-oriented study element represents an opportunity to combine theory and methods in-
trroduced in the programme with practice in a company or organisation, but also to take a more theoreti-
cal/methodical approach in working with a given issue/problem. The semester project is rooted in a rele-
vant research environment.

**Length of module (ECTS credits):** See the table above.

**Teaching and work forms:** The project work, including problem statement, choice of method and literature
review, is undertaken by the student independently. However, the problem statement must be approved
by the supervisor.

**Position in time:** See the table above.

**Participation requirements:** The student must have passed the 1st and 2nd semesters of the Master’s Pro-
gramme in Economics and Business Administration (International Marketing).

**Learning goals:** Upon completion of the module, the student will be able to:

(Knowledge)
- Identify scientific issues/problems within the area and, on the basis of qualifications achieved in the
  1st and 2nd semesters, address these.
- Reflect on international marketing issues/problems on a scientific basis.

(Skills)
- Apply international marketing theory on concrete issues/problems, either from an empirical or a
  theoretical basis.
- Select relevant theory, methods and tools and, on a scientific basis, present possible solutions.
- Communicate research-based knowledge.
- Discuss professional and scientific issues/problems with peers and non-specialists alike.

(Competences)
- Manage work and development situations that are complex, unpredictable and require new solu-
tions.
- Plan and further develop development projects within international marketing.
- Make assessments and decisions in complex contexts.
- Independently initiate and conduct professional and cross-disciplinary cooperation and assume
  professional responsibility.
- Present scientifically based argumentation.
- Independently take responsibility for own professional development and specialisation.

**Assessment criteria:** The grade 12 is given for an excellent performance which, considering the above
learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a
few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements
for acceptance considering the above learning goals.

**Form of examination:** See the table above.

**Module 7c. Studies/courses under other master’s programmes at AAU, another Danish university or ap-
proved stay abroad**
**Aim:** The aim of module 7c is to increase the student’s competences within selected international marketing issues/problems, either by introducing new academic elements or by expanding on existing elements. The student may choose study activities offered by the Study Board of Economics and Business Administration at Aalborg University, by other study boards or by other universities in Denmark or abroad. The specialised electives must be pre-approved by the Study Board of Economics and Business Administration and assessed as described in the applicable course curriculum.

**Content:** Depends on the chosen course elements, which, however, must be relevant to the field of international marketing.

**Length of module (ECTS credits):** See the table above.

**Teaching and work forms:** Depends on the chosen course elements.

**Position in time:** See the table above.

**Participation requirements:** The student must have passed the 1st and 2nd semesters of the Master’s Programme in Economics and Business Administration (International Marketing).

**Learning goals:** Depends on the chosen course elements.

**Assessment criteria:** Depends on the chosen course elements.

**Form of examination:** Depends on the chosen course elements.

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**Module 8. Master’s Thesis**

**Aim:** The Master’s Thesis must document knowledge, skills and competences to work with scientific theories and methods within a specified topic building on main areas of international marketing. The Master’s Thesis may address theoretical/practical issues/problems, for example in cooperation with a company or organisation, or purely theoretical/methodical issues/problems. The topic, to be approved by the Study Board, must reflect a degree of complexity and scope that will make it possible to complete within the course of one semester.

**Content:** Content of the thesis and connection to other modules and semesters:

- The thesis is governed by a programme-relevant issue/problem developed by the student.
- The thesis is delimited to analyses and discussions that are relevant, necessary and adequate to answering the problem statement.
- There is consistency between the problem statement, scope, outline, analysis and conclusion of the thesis, ensuring that its answer to the problem statement appears logical.
- The thesis must contain a discussion and clarification of choices to include and exclude content both as regards scope, theory, method and empirical data (where relevant).
- The thesis must critically reflect on the chosen theory/theories, method/methods and empirical data (where relevant) and evaluate their applicability in answering the problem statement.
- There is consistency in the thesis, meaning that the choice and use of theory and empirical data interact and complement the knowledge production. (Applies to empirical theses).
- The thesis must contain documentation and/or argumentation of claims made in the analysis and conclusion.
- The analysis must include a discussion on how the results of the thesis compare to and/or stand out from other similar studies in the area.
- The analysis must focus on a well-defined issue/problem, i.e. explore the issue/problem in depth and create synthesis based on theory and empirical data (where relevant).
- The thesis must demonstrate understanding of connections within the context of the topic, and put into perspective and generalise its own results in relation to similar situations in other contexts.

**Length of module (ECTS credits):** See the table above.

**Teaching and work forms:** Work on the Master’s Thesis, including problem statement, choice of method and literature review, is undertaken by the student independently. However, the problem statement should be approved by the supervisor. Work on the thesis can be undertaken by the student alone or in groups.
Position in time: See the table above.
Participation requirements: The student must have passed all modules in the previous semesters achieving a grade of no less than 02.
Learning goals: The Master’s Thesis must document skills in applying scientific theory and methods in working with a specified topic. The student must thus:
(Knowledge)
- Identify scientific issues/problems within the area.
- Reflect on international marketing-related issues/problems on a scientific basis.
(Skills)
- Apply international marketing theory on concrete issues/problems, either from an empirical or a theoretical basis.
- Select relevant theory, methods and tools and, on a scientific basis, present possible solutions.
- Analyse issues/problems relevant to staff and management.
- Communicate research-based knowledge.
- Discuss professional and scientific issues/problems with peers and non-specialists alike.
(Competences)
- Manage work and development situations that are complex, unpredictable and require new solutions.
- Plan and further develop development projects within international marketing.
- Make assessments and decisions in complex contexts.
- Independently initiate and conduct professional and cross-disciplinary cooperation and assume professional responsibility.
- Present scientifically based argumentation.
- Independently take responsibility for own professional development and specialisation.
Assessment criteria: The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.
Form of examination: See the table above.

8. Rules on written assignments, including the Master’s thesis and the scope hereof
Assessment of the Master’s Thesis and other major written assignments will, in addition to the academic content, include an evaluation of the student’s spelling and formulating capacity. The assessment of the student’s linguistic performance is based on orthographic and grammatical correctness as well as stylistic confidence. The linguistic performance must always constitute an independent part of the overall assessment. However, the student cannot receive a pass or fail on an exam based solely on the quality of the linguistic performance.

The Study Board may grant exemption in special cases (e.g. dyslexia and other native language than Danish).

(2)
The Master’s Thesis must include an English-language summary. The summary must be no less than one and no more than two pages in length (not included in the applicable minimum and maximum number of pages per student). The summary forms part of the overall assessment of the project.

(3)
The Master’s Thesis concludes the programme. A thesis contract is signed by the student, the supervisor and the head of studies/a representative of the head of studies. At the same time, the thesis statement is approved, and a deadline for submission is established.

If the student fails to submit the thesis by the set deadline, the supervisor and the head of studies must approve a new thesis statement within the same topic, and at the same time a new deadline for submission three months later is established. If the student fails to submit the thesis by the new deadline, the student may be given a third examination attempt under the same rules as the second examination attempt.

The maximum scope of an assignment or project is given in standard pages. A standard page corresponds to 2,400 characters (a letter, sign or space constitutes one character). Notes and bibliography are included in the maximum scope of written assignments and projects, whereas title page, table of contents and summary are not. Appendices may be enclosed in a project. Appendices generally do not include the examinee’s own text, but a presentation/reproduction of source material, and are not included in the total number of pages, although the scope hereof must be reasonable compared to the overall scope of the project.

9. Rules on credit transfer, including the possibility of choosing modules under another study programme at a university in Denmark or abroad
The Study Board can in each individual case authorise that passed study elements from other master’s programmes, cf. the University Programme Order, replace study elements at this programme (credit transfer). Just as the Study Board can authorise that passed study elements from another Danish or foreign study programme at the same level can replace study elements under this curriculum. Decisions regarding credit transfer are made by the Study Board on the basis of an academic assessment.

10. Completion of the master’s programme
The Master’s Programme in Economics and Business Administration (International Marketing) must be structured as a full-time programme, ensuring that students who continue on the master’s programme immediately after completing the bachelor programme are able to complete the master’s programme in 24 months. Students who do not continue on the master’s programme immediately after completing the bachelor programme must be able to complete the master’s programme in 22 months in case of commencement of study in the autumn semester or 24 months in case of commencement of study in the spring semester.

11. Examination rules
For exam registration, make-up exam and re-examination, see the applicable rules on the website of the Faculty of Social Sciences: http://www.en.fak.samf.aau.dk/education/

An average mark is calculated as an ECTS-based average of the obtained marks in the Master’s Programme in Economics and Business Administration (International Marketing). In order to pass and complete the Master’s Programme in Economics and Business Administration (International Marketing) the student must have passed all the exams.

12. Dispensation
The Study Board can under the event of unusual circumstances grant dispensation from the parts of the curriculum that have not been established by law or ministerial order. Dispensation regarding exams applies for the proximate exam.

13. Commencement and interim provisions
The curriculum has been approved by the dean of the Faculty of Social Sciences and will enter into force on 1 September 2016.

Students who wish to complete their studies under the previous 2008 curriculum must complete their programme no later than at the summer exam 2019, seeing as exams under the previous curriculum will no longer be offered after that time.