

International Business Programme, 180 credits

In semester five, you have optional courses, including studies abroad, 30 credits, see [programme syllabus](#) for further information.

The School of Business and Economics offers a guaranteed seat on the following optional courses, provided that you meet the prerequisites within the course syllabus, and that the application is received on time. Each [course syllabus](#) states the prerequisites that you need to fulfil by the time the course begins to partake in the course. Please read the course syllabus before you apply.

Optional course within Internship:

1IR759 International Business Studies – Internship, 15 credits

An internship in either a company working regularly with international business practices or a public organisation working with facilitating international business to or from a country market. Theoretical literature studies within the field of international business and related areas. The student is also responsible for establishing access to a suitable internship organisation. The internship organisation must be approved by the assigned examiner.

Optional courses within Business Administration – Marketing:

1FE646 Business Administration II - E-commerce, 7,5 credits

The course addresses digitalization within the retail industry, mainly from a business-to-consumer perspective. During the course, students gain a deeper understanding of the internet as a marketplace and e-commerce as a phenomenon.

1FE680 Sales operations and techniques with an international perspective, 7.5 credits

- international business activities and international sales
- international sales strategies
- managing organizational and managerial issues focusing on international sales operations
- building and operating international businesses with strong sales focus
- international sales with an emphasis on internet applications
- similarities and dissimilarities between sales activities in B2C and B2B and between goods and services
- sales call reluctance
- real business situations and cases

1FE697 Business Administration II - IMC and Brand Management, 7,5 credits

Integrated marketing communications and brand management course looks into how to build, measure and manage brand equity. Further, it provides students with a theoretical and practical understanding of how to build brands through integrated marketing communications in a global competitive environment.

1FE611 Advertising Campaign Planning, 7,5 credits

The course is built around a project where the students, in groups, produce an advertising campaign for a certain product.

The groups will be formed based on the most common functions at an advertisement agency.

During the course, additional lectures will be given that deal with positioning, media strategies, creative strategy, copywriting etc. The course is examined by the final advertising campaign project and by its oral presentation.

1FE688 Business Administration II - Consumer Behaviour and Consumer Culture, 7,5 credits

The aim of the course is to transform consumer behaviour knowledge into a marketing strategy and to gain an understanding of how socio-psychological and genderperspectives affects consumer behaviour and consumer decision-making processes. The course participants discuss popular culture, lifestyle and ethical aspects of marketing decisions.

1FE949 International Key Account Management, 7,5 credits

An organization's key accounts are its lifeblood! This distance study course focus on the long-term investment of resources in customers that can offer an exceptional return on resources. It will provide tools and techniques for achieving profitable key supplier status. But which are the key accounts? Are they the ones growing the fastest? The ones that are most financially secure? Or are they the ones that shout the loudest? The course puts forward a straightforward and effective planning methodology. The course take a long-term, team-selling strategic view of the whole process, from defining the customer, to managing the relationship and achieving key supplier status. It also cover the latest best practice in the field and also including IT's role in key account management. All covered from the context of international sales in business. The course is outlined with an individual digital test, two individual cases and one group project.

2FE424 New Technologies in Marketing, 7,5 credits

Looking to stay ahead of the curve in the rapidly evolving world of marketing? Our course on New Technologies in Marketing has you covered. You'll explore the latest emerging technologies and techniques that are transforming the marketing landscape, from data analytics and AI to social media and mobile marketing.

Through a mix of lectures, case studies, and collaborative projects, you'll learn how to evaluate, implement, and maintain new technologies to drive business growth and gain a competitive edge. You'll also examine the ethical considerations associated with leveraging new technologies in marketing, and gain insight into how to responsibly and effectively use them to engage with consumers and drive revenue.

Whether you're a seasoned marketing professional looking to update your skills, or a newcomer to the field eager to learn about the latest trends and best practices, this course has something for you. Join us today and stay ahead of the curve in the exciting world of marketing!