

Welcome to the School of Business and Economics at Linnaeus University

Marketing, Master Programme
120 credits

Tatiana Anisimova (Ph.D), Docent/Associate
Professor is the program coordinator

Welcome!



The purpose of us meeting today

- Ease the transition into Master Programme in Marketing
- Give you an overview of Master program and skills it seeks to develop
- Meet some of our administrative and study support colleagues
- Build social connections with peers and faculty and establish a sense of belonging
- I am going to take you through the key dimensions of the program and my role in each of these dimensions



About me – Master Marketing Program Coordinator

- I am an Associate Professor at Linnaeus University and the Program Director of the Master's Programme in Marketing. I hold a PhD in Marketing from Monash University, Australia, and a First Class Honours degree in Sociology from Moscow State University.
- My research expertise spans marketing strategy, corporate branding, digital marketing, consumer behaviour, entrepreneurship, and SMEs performance. A key strength of my research is my broad methodological expertise. In **quantitative research**, I specialise in survey research, structural equation modelling, moderated mediation analysis, quantile regression, and scale development. In **qualitative research**, I work with in-depth and expert interviews, focus groups, ethnography, netnography, and case studies. I also have extensive experience conducting systematic literature reviews and archival analysis research.
- My research has been published in leading international journals, including the *European Journal of Marketing*, *Journal of Business Research*, *Journal of Marketing Management*, *Industry and Innovation*, *International Small Business Journal*, and *International Journal of Consumer Studies*. I have also received competitive international research funding, including Visiting Scholar grants from the Jan Wallanders and Tom Hedelius Foundation and the Erasmus+ EU programme, supporting my research collaboration with the University of Bologna.



Linnaeus University

- Campus Växjö



- Campus Kalmar



Marketing, Master Programme is in Växjö

	Key learning objectives
Marketing (120 credits)	• Excel in Marketing Strategy • Deepen your expertise and analytical thinking in marketing • Special emphasis on international and digital marketing • Broader business administration education with a focus on marketing

The essence of the program

- This is the program for you who want to deepen your expertise and analytical thinking in marketing
- Special emphasis is placed on international and digital marketing
- The programme is taught in English, and you will study alongside students from all over the world
- The main subject is business administration with a focus on marketing



The **content** of the program (1)

- The program begins with the course **Applied Marketing Analysis**, where you will practice information processing in a contemporary marketing context
- You will then delve into **digital business strategy**
- In the second semester, you will take a course in **innovation and entrepreneurship** from a perspective of an entrepreneur
- The first year concludes with courses in **research methodology**



The **content** of the program (2)

- In your second year, you will gain knowledge about **marketing research and how leadership in e-business** works
- The final semester will be dedicated to writing your **30-credit master's thesis**



Programme Content: Strategic Contribution

- I have an active role in shaping Marketing Master programme from course leadership to programme-level impact
- International academic leadership
 - I am Academic lead for Erasmus+ collaboration with University of Bologna
 - There are more Erasmus+ collaborations LNU has to offer
- Impact
 - Strengthen internationalization
 - Connect students to global best practices e.g., through state-of-the-art research
 - Enhance research-based learning
- Student development
 - Promote research engagement
 - Support pathways to PhD



Programme Quality: Assurance & Research Integration

Systematic quality assurance and research-led teaching

- Assurance of Learning (AoL)

- Outcome & actions:

- Identified gaps in sustainability understanding & societal impact application
 - Continuous evaluation in AoL cycle

- Research integration

- Embedding peer-reviewed research and methodological advances
- Real-world company cases & applied frameworks

- **Alignment:**

- **LNU Research Strategy 2026–2030**
- **Research-led, evidence-based teaching**



Programme Quality: Coherence, Accreditation & Leadership

Ensuring programme coherence and continuous improvement

- Programme structure aims
 - Improve progression: **foundations - application - Master Thesis**
 - Integration of analytical skills, research methods & practical application

- Quality focus
 - Programme cohesion (not isolated courses)
 - Continuous updates to content & literature
 - Alignment with learning outcomes

- Accreditation
 - Contributor to AACSB accreditation (2022)
 - Experience with AoL systems, Programme evaluation & Peer review

- Leadership:
 - Ensure alignment with: UKÄ requirements & AACSB standards
 - Lead continuous programme development



School of Business and Economics



World-leading research

At the School of Business and Economics at Linnaeus University, we conduct world-class research that shapes the society of the future. Our researchers contribute new knowledge that makes a difference globally. Through collaboration with international partners and business, we ensure that our research is applicable and relevant to today's challenges.



Close to surrounding society

Smålandsnavet and BusinessLab contribute to a sustainable and innovative future by being close to the surrounding community. Here, knowledge, research and collaborations are created and spread. Theory and ideas are translated into action and value creation to develop leaders, organisations and society.



Our education is certified

The School of Business and Economics and Linnaeus University are accredited by The Association to Advance Collegiate Schools of Business, AACSB, a certification which is only given to business schools focused on excellence in research, education and collaboration with society.



Student at the School of Business and Economics

[Checklist for new students](#)

Student account

Course registration

To ensure you do not miss out on important information regarding your studies we advise you to connect your current email to your student account.

You can change this setting via your student account at [Lnu.se/student/mypages](https://lnu.se/student/mypages) in 'My Ladok' under 'My pages'.

More information can be found at IT-support for students.

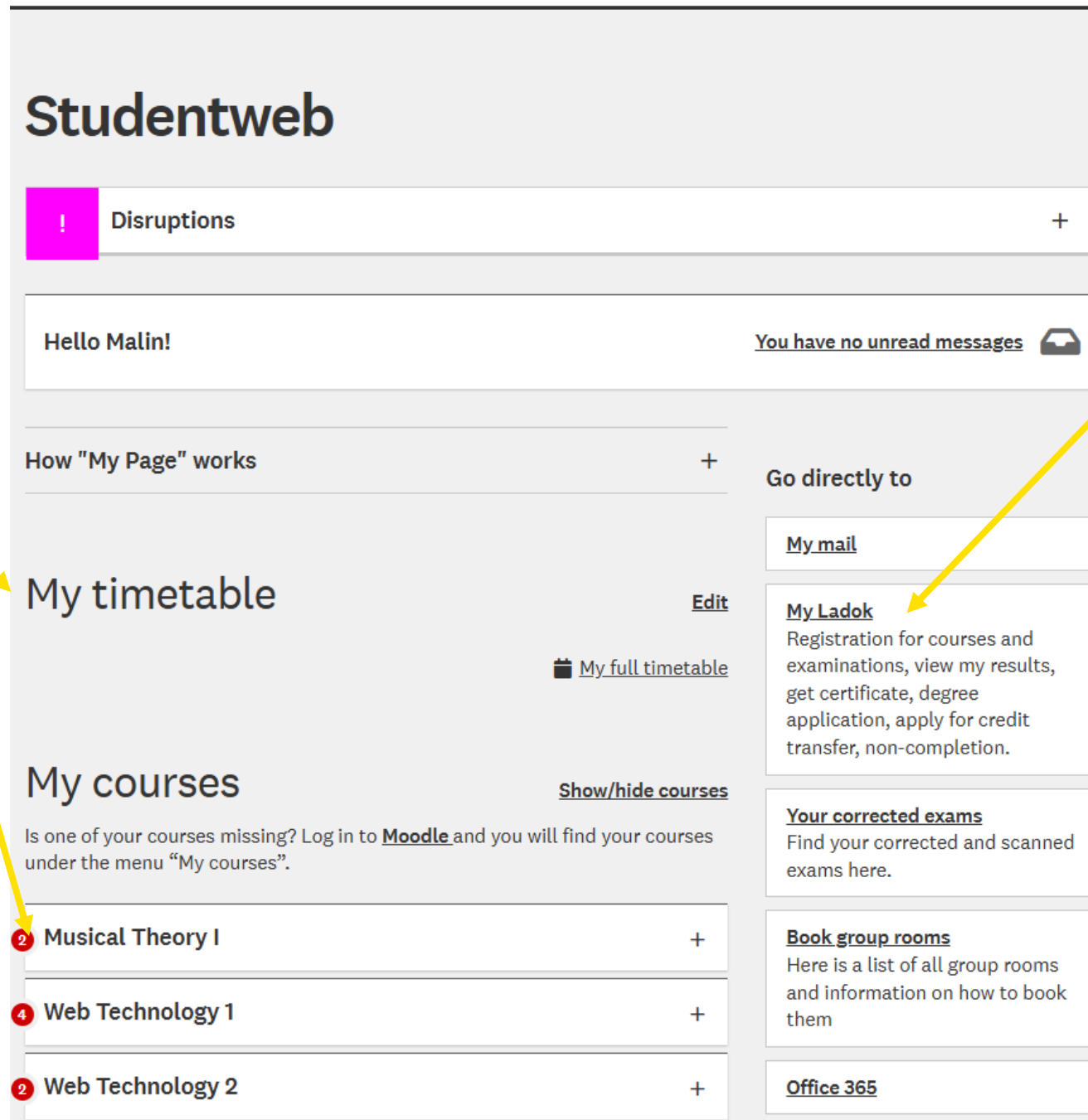


Studentweb

When you are registered to a course, you will find your schedule here

Click on the course:

- Link to course room on Moodle
- Link to course syllabus
- Information about registration period for examination



The screenshot shows the Studentweb interface. At the top, there's a header with the Linnæus University logo and name. Below the header, the main content area is divided into several sections. On the left, there's a sidebar with a 'Disruptions' button (indicated by a yellow arrow). The main content area has a 'Hello Malin!' greeting and a message about unread messages. Below this, there's a section titled 'How "My Page" works' with a plus sign. The main content area is divided into two columns. The left column has a 'My timetable' section with an 'Edit' button and a 'My full timetable' link. Below this is a 'My courses' section with a 'Show/hide courses' link. The right column has a 'Go directly to' section with links to 'My mail', 'My Ladok', 'Your corrected exams', 'Book group rooms', and 'Office 365'. The 'My courses' section lists three courses: 'Musical Theory I' (2), 'Web Technology 1' (4), and 'Web Technology 2' (2). Yellow arrows point from the text on the left to the 'Disruptions' button, the 'My courses' section, and the 'Musical Theory I' course. Another yellow arrow points from the text on the right to the 'My Ladok' link. Two more yellow arrows point from the text on the right to the 'My student news' and 'My student calendar' links.

Studentweb

! Disruptions +

Hello Malin! [You have no unread messages](#) 

How "My Page" works +

My timetable

Edit

 [My full timetable](#)

My courses

[Show/hide courses](#)

Is one of your courses missing? Log in to [Moodle](#) and you will find your courses under the menu "My courses".

2 Musical Theory I	+
4 Web Technology 1	+
2 Web Technology 2	+

Go directly to

[My mail](#)

[My Ladok](#)
Registration for courses and examinations, view my results, get certificate, degree application, apply for credit transfer, non-completion.

[Your corrected exams](#)
Find your corrected and scanned exams here.

[Book group rooms](#)
Here is a list of all group rooms and information on how to book them

[Office 365](#)

Ladok:

- Registration
- Results
- Sign up for examination
- Certificates

My student news

My student calendar



LADOK

Results, Certificates and sign up for examinations

Linnæus University

Home page

Current courses

Nothing to show

There are no current or upcoming courses to show.

My education you find:
grades for courses and
programmes that are: completed,
not completed and credited

Examination:
Here you sign up for the exam. You
also see not signed up, passed

Change university:
To be able to see courses and grades
on courses that you study at LNU, you
must choose Linnæus University

Home page

My education

Examinations

Transcripts and certificates

Degrees and certificates

My pages

Change university ▼

På svenska

Foreign merits ↗

Log out



Timetable

Once a timetable is published, you can find it [via TimeEdit](#)

TE

Linnéuniversitetet

Linnéuniversitetet / Schedule / Schema (Kalmar)

Today < May > Now +12 months 🔍 Search

Search

Kurs ▾

1fe693 🔍

Show filter

Result

1FE693, Business Administration II - Business Relations, HT19

1FE693, Business Administration II - Business Relations, HT19

1FE693, Business Administration II - Business Relations, HT19

1FE693, Business Administration II - Business Relations, HT19

1FE693, Business Administration II - Business Relations, HT19

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1FE693, Business Administration II - Business Relations, VT19

1FE693, Business Administration II - Business Relations, VT20

1FE693, Business Administration II - Business Relations, VT20

Show more

My criteria

Clear

1FE693, Business Administration II - Business Relations, VT20 ✕

Show schedule



24HT-1IK600 Digital Marketing 7.5 credits

[Course](#) [Settings](#) [Participants](#) [Grades](#) [Reports](#) [More](#)

1IK600 Digital Marketing 7.5 credits

[Collapse all](#)

The learning platform Moodle

Programme room [link to programme](#)Course room [link to course room](#)[Information from the School of Business and Economics](#)**Important information for you as a student**

Register for the course via your Ladok account by the end of the Sunday in the course start week.

Fill out the course evaluation at the end of the course. Your responses are anonymous and valuable for the course development.

For study-related questions, please contact ekonomihogskolan@lnu.se.**This course**

- [Assignments](#)
- [Choices](#)
- [Dialogues](#)
- [Forums](#)
- [Group choices](#)
- [Quizzes](#)
- [Resources](#)

Quickmail

- [Compose Course Message](#)
- [View Drafts](#)
- [View Scheduled](#)
- [View Sent Messages](#)
- [My Signatures](#)

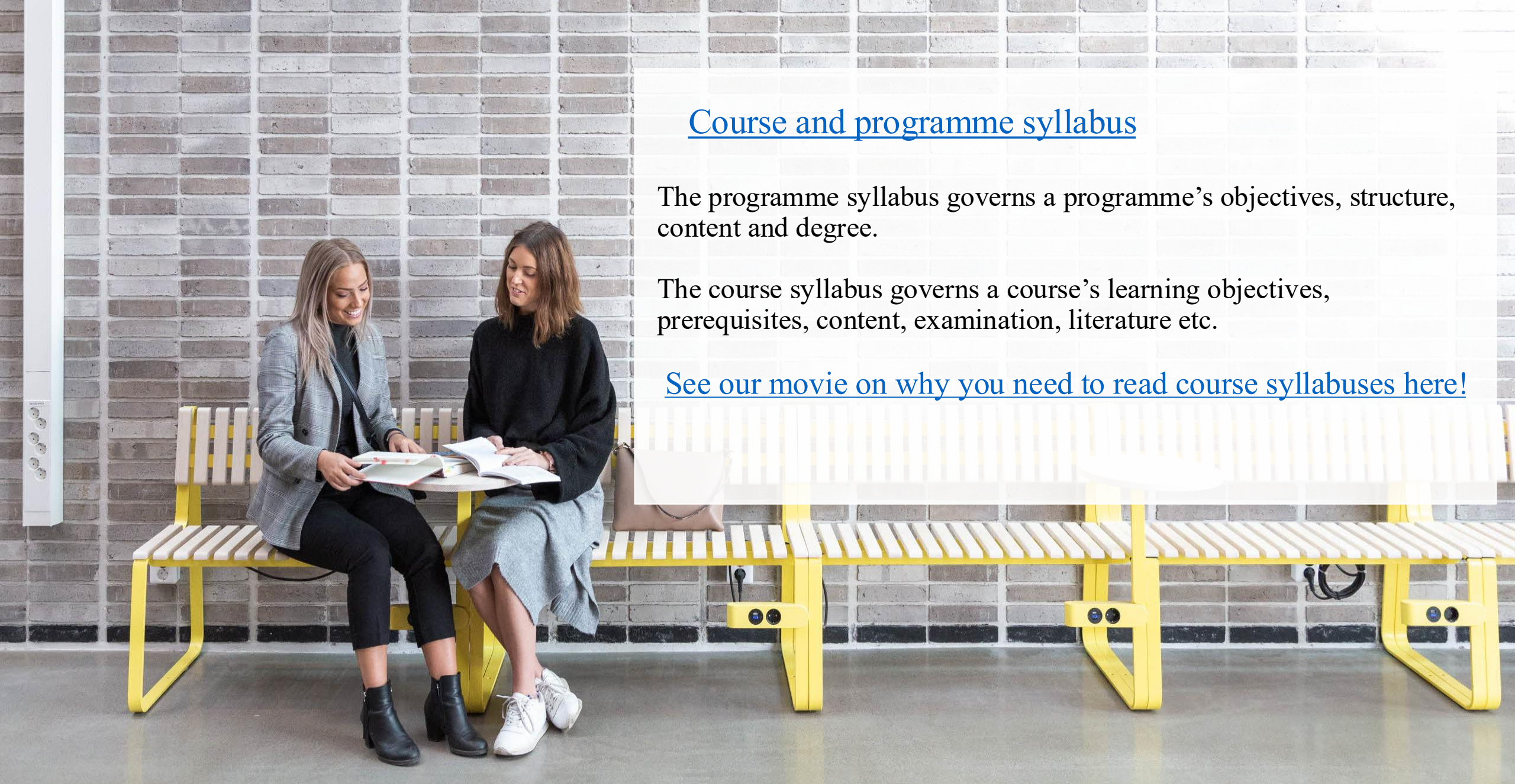
Study information**Information from the School of Business and Economics** -

information for you as a student at the School of Business and Economics

Course and programme syllabi**TimeEdit** - Course Schedule for you who study at campus Kalmar and Växjö**Exam Schedule**

?

[Guides](#)

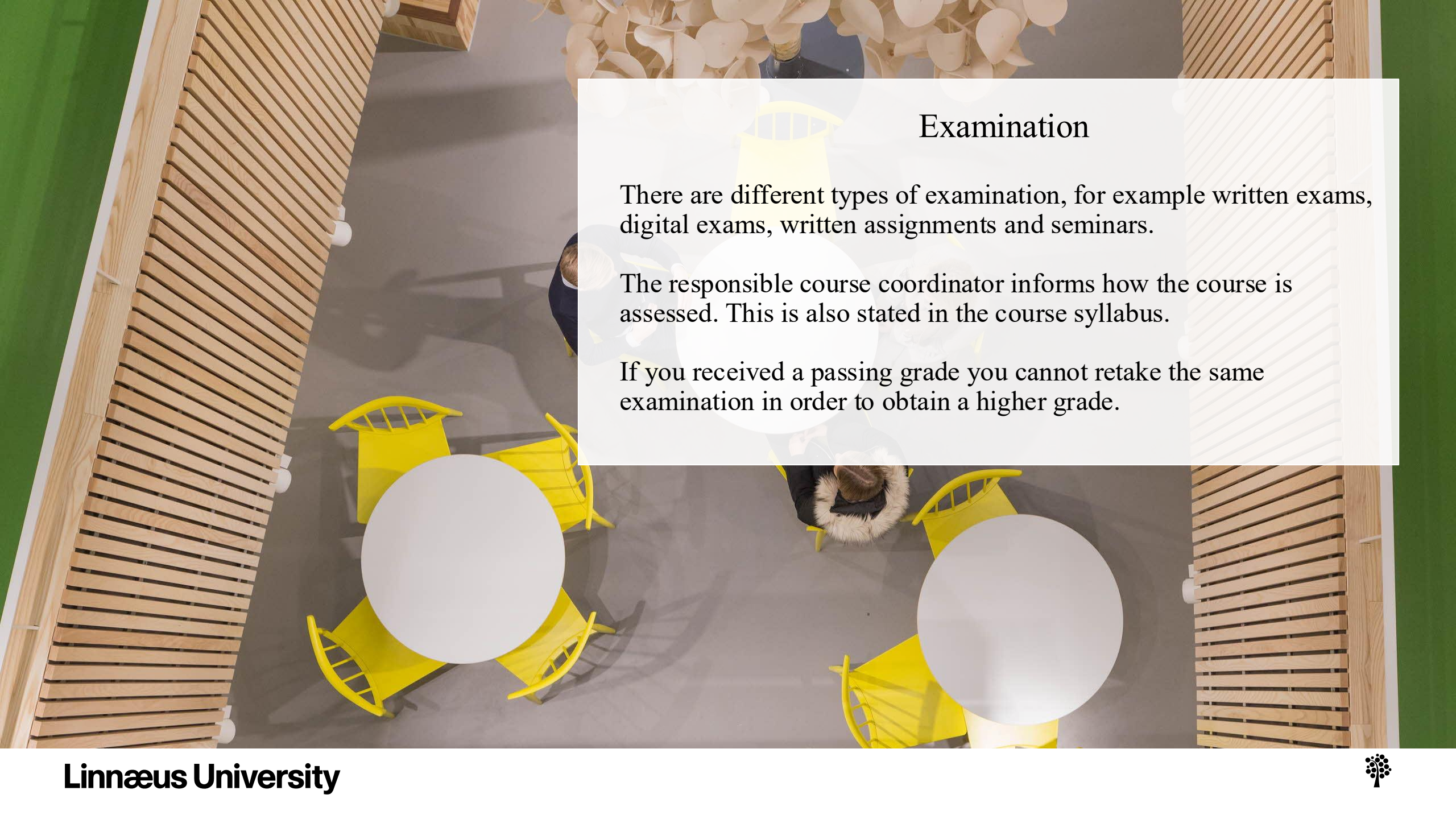
A photograph of two women sitting on a bright yellow bench against a grey brick wall. The woman on the left is wearing a grey blazer and black pants, while the woman on the right is wearing a black sweater and a grey skirt. They are both looking at an open book held by the woman on the left. A semi-transparent white box containing text is overlaid on the right side of the image.

Course and programme syllabus

The programme syllabus governs a programme's objectives, structure, content and degree.

The course syllabus governs a course's learning objectives, prerequisites, content, examination, literature etc.

[See our movie on why you need to read course syllabuses here!](#)

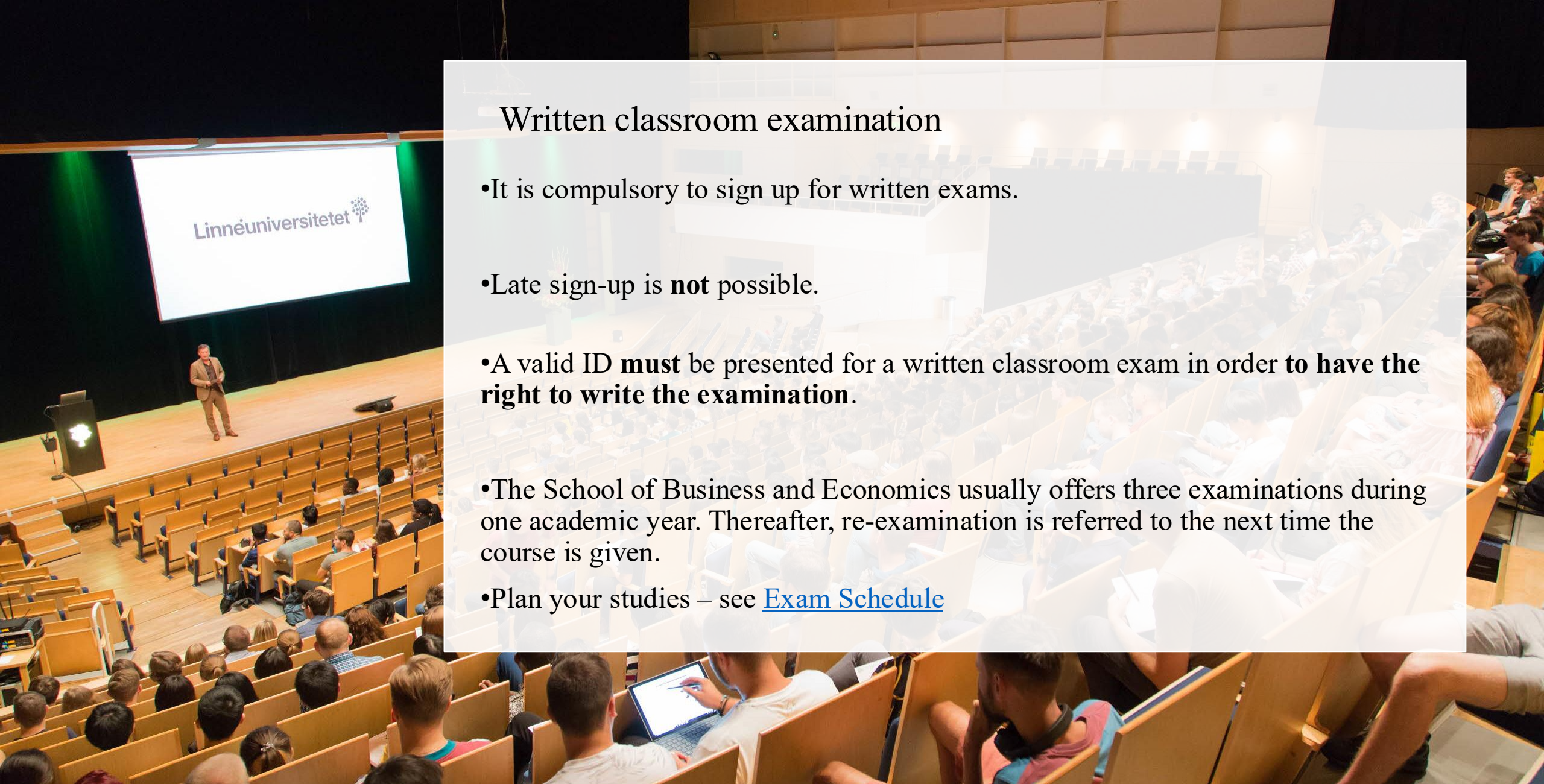
The background of the slide is a photograph of a modern interior space. It features a wall made of horizontal wooden slats. In the foreground, there are two round white tables, each surrounded by four bright yellow chairs. A person is partially visible sitting at one of the tables. The lighting is soft and even.

Examination

There are different types of examination, for example written exams, digital exams, written assignments and seminars.

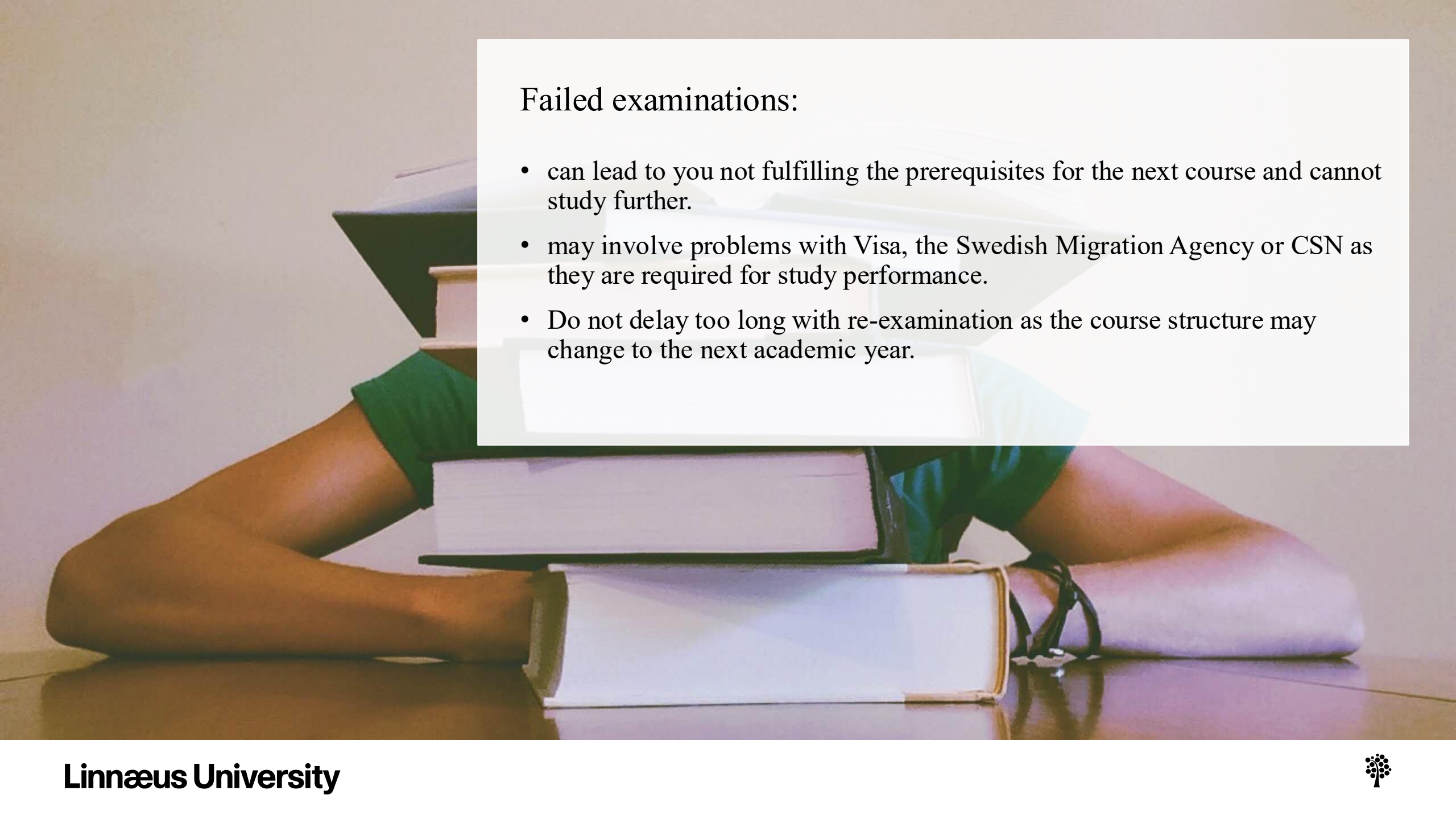
The responsible course coordinator informs how the course is assessed. This is also stated in the course syllabus.

If you received a passing grade you cannot retake the same examination in order to obtain a higher grade.



Written classroom examination

- It is compulsory to sign up for written exams.
- Late sign-up is **not** possible.
- A valid ID **must** be presented for a written classroom exam in order to **have the right to write the examination**.
- The School of Business and Economics usually offers three examinations during one academic year. Thereafter, re-examination is referred to the next time the course is given.
- Plan your studies – see [Exam Schedule](#)

A background image showing a person's legs in green shorts resting on a stack of several thick books on a wooden table. The person is wearing black lace-up shoes. The scene is dimly lit, with the books and legs being the primary focus.

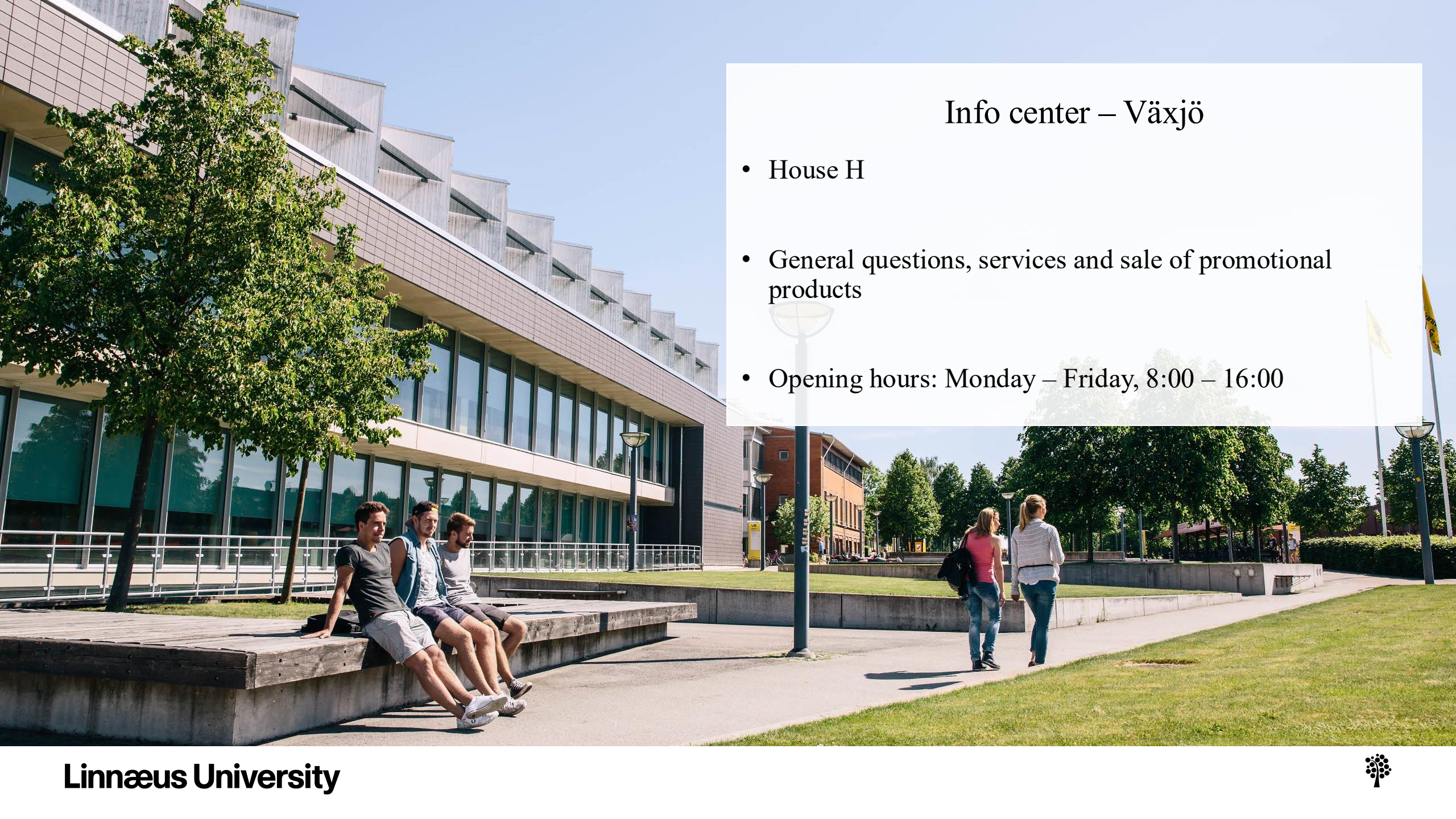
Failed examinations:

- can lead to you not fulfilling the prerequisites for the next course and cannot study further.
- may involve problems with Visa, the Swedish Migration Agency or CSN as they are required for study performance.
- Do not delay too long with re-examination as the course structure may change to the next academic year.

Info center – Kalmar

- House Stella, Universitetskajen
- General questions, services and sale of promotional products
- Opening hours: Monday – Friday, 8:00 – 16:00





Info center – Växjö

- House H
- General questions, services and sale of promotional products
- Opening hours: Monday – Friday, 8:00 – 16:00

A photograph of a diverse group of students in a modern classroom or study hall. They are seated at long tables, some using laptops and tablets. The atmosphere is collaborative and bright, with natural light coming from large windows in the background. A semi-transparent white box is overlaid on the right side of the image, containing text about course evaluations.

Course evaluations

After each completed course – please fill out the course evaluation!

The course evaluation is your chance to influence, comment and contribute to good course quality

Apply to your programme courses

Applications for next semester's courses are done through www.universityadmissions.se

In some cases you will not need to apply for courses in the coming semester, in which case you will be given information about this.

Information about how you apply, you will find at [Information from the School of Business and Economics](#)

As a programme student you have a guaranteed seat on programme courses.

The application period for the 2027 spring semester is during October.

The application period for the 2027 autumn semester is during April.

Application problems? Contact admisson@lnu.se

Other questions ekonomihogskolan@lnu.se

The Education administration at the School of Business and Economics

E-mail: ekonomihogskolan@lnu.se

Switchboard: +46772 – 28 80 00

Visit us

Kalmar

Faculty offices, House Forma, 2nd floor

Växjö

Faculty offices, house K, 1st floor

[Information from the School of Business and Economics](#)

– An information page on Moodle



Contact : mobility.sbe@lnu.se

Internationalisation

As a student you have several opportunities for internationalisation: exchange programmes, internships and the possibility of writing your degree project abroad.



Teresa Pauditz
International coordinator



Victor Bohman
International coordinator

Student counselling at the School of Business and Economics



Mirja Sjögren

Student Counsellor, Växjö

Email: mirja.sjogren@lnu.se

Visiting adress: House K, floor 1



Sanna Halvadzic

Utbildningsadministratör

Ekonomihögskolan vid Linnéuniversitetet



Angelica Önder

Student Counsellor, Växjö

Email : angelica.onder@lnu.se

Visiting adress: House K, floor 1



Career counselling service

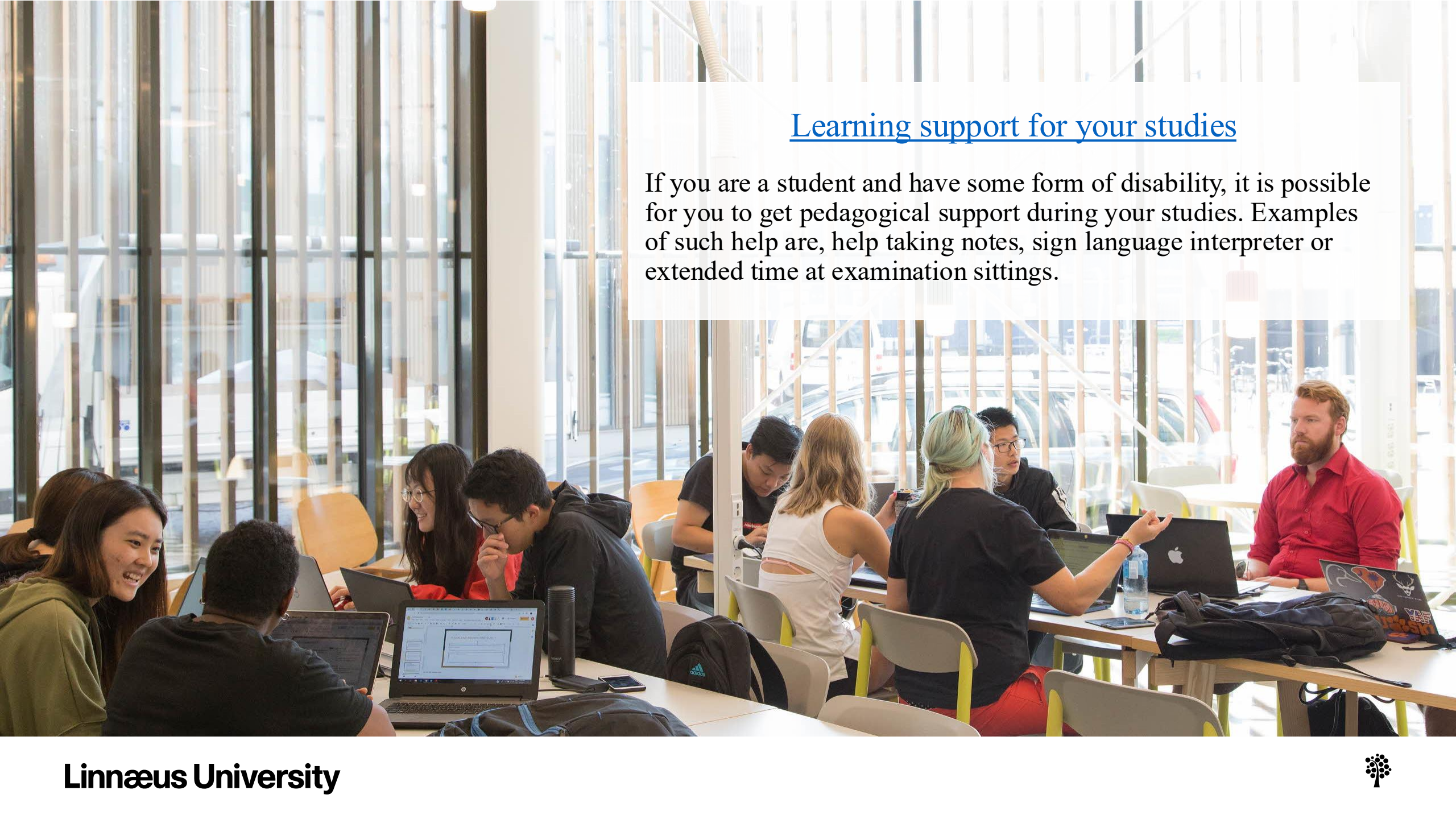
Do you need help starting up your job search process? The career counselling service at Linnaeus University, Lnu Career, will offer you support when you try to figure out how your education, your experience, and your personal qualifications are best summarised into a powerful job application.



Sofie Edström
Career Counsellor,
Kalmar
+46480-44 62 38
sofie.edstrom@lnu.se

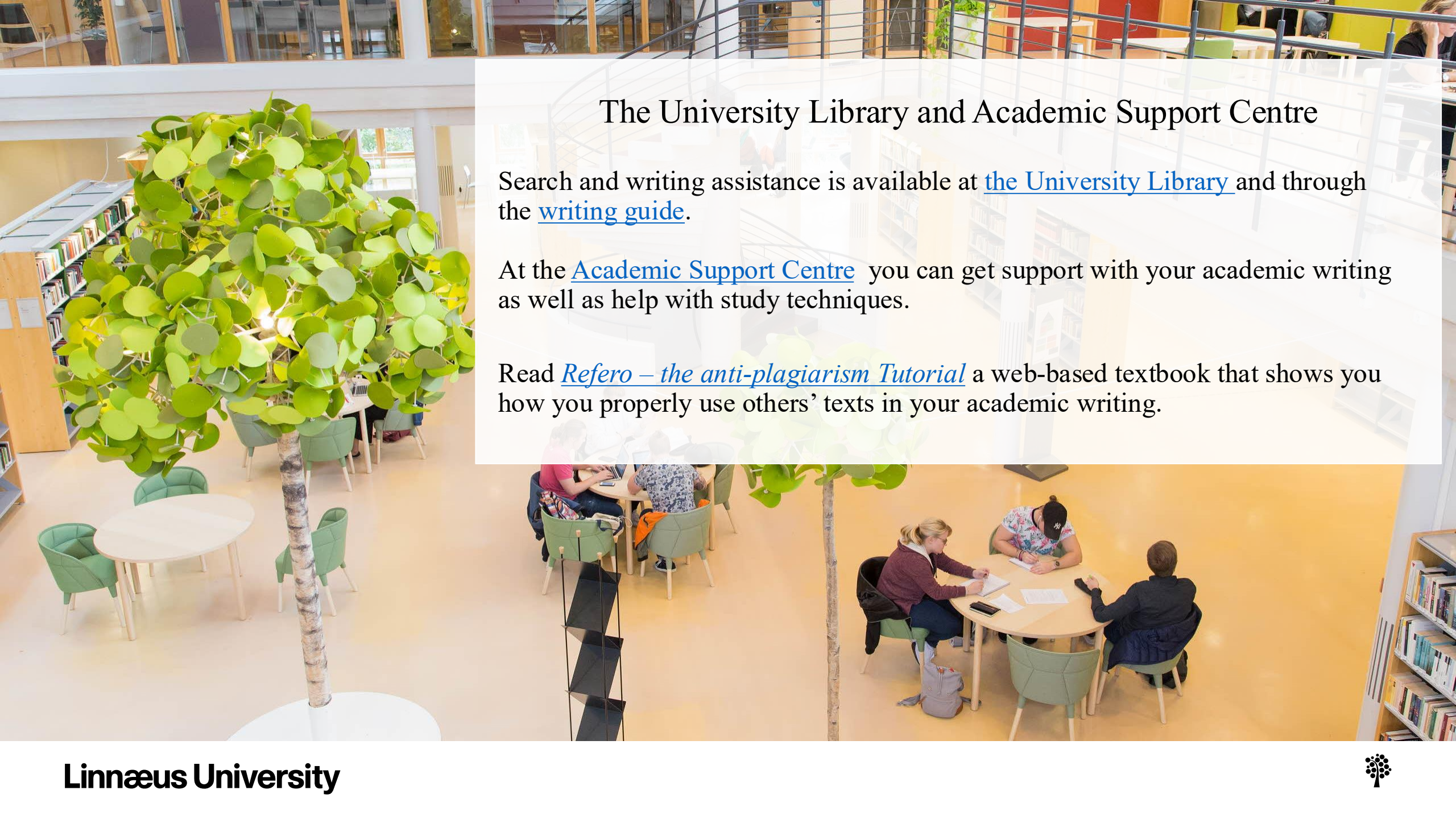


Johan Gylling
Career Counsellor,
Växjö
[+46 470-70 81 11](tel:+46470708111)
johan.gylling@lnu.se



Learning support for your studies

If you are a student and have some form of disability, it is possible for you to get pedagogical support during your studies. Examples of such help are, help taking notes, sign language interpreter or extended time at examination sittings.



The University Library and Academic Support Centre

Search and writing assistance is available at [the University Library](#) and through the [writing guide](#).

At the [Academic Support Centre](#) you can get support with your academic writing as well as help with study techniques.

Read [Refero – the anti-plagiarism Tutorial](#) a web-based textbook that shows you how you properly use others' texts in your academic writing.

Student Welfare Office

The Student Welfare Office is available to students at Linnaeus University in both Kalmar and Växjö. They take a preventative approach to lifestyle issues and provides counselling and coaching.

At times the transition to higher educations can be daunting. That is why we offer the lecture series ***How to succeed with your studies*** and ***The academic support model SI***





Get involved in your studies

- Programme council
- Linnaeus Union
- Student associations
- Course evaluations
- Linnébarometern



Welcome to the School of Business and Economics!

Don't forget to register for your first course today!



Lnu.se