



SCHOOL OF BUSINESS, ECONOMICS AND LAW

Master of Science in Marketing and Consumption, 120 credits

Masterprogram i Marknadsföring och konsumtion, 120 högskolepoäng

Programme code: S2MOK

Second cycle / Avancerad nivå

1. Confirmation

This programme syllabus was confirmed by the Faculty Board of the School of Business, Economics and Law on 24-02-2021 (GU 2021/460) and was last revised on 14-03-2024 (GU 2024/818) by the Dean of the Faculty to be valid from 01-09-2024, Autumn semester 2024.

Responsible Department/equivalent: Graduate School

2. Purpose

The master's programme in Marketing and Consumption is ideal for students who want to gain expertise in a critical area for success—understanding customers and how to respond to changing customer needs. It explores the role of marketing and consumption in contemporary society, its cultural underpinnings, sustainability implications, and global dimensions. Students are prepared for work as marketing executives in a dynamic and complex marketplace. In addition, the programme provides a basis for those who want to enter a doctoral programme.

3. Entry requirements

General Entrance Requirements

A Bachelor's degree (equivalent to 180 ECTS credits) from an internationally recognized university and English 6/English B from Swedish upper secondary school or the equivalent level of an internationally recognized test. For more information about general entrance requirements see www.universityadmissions.se (English) and www.antagning.se (Swedish).

Programme Specific Entrance Requirements

A) a minimum of 30 credits of courses in Business Administration

or

B) a minimum of 15 credits in Business Administration *and* 15 credits in subject areas related to

Sociology, Psychology, Communication, or Economics.

In addition to A and B, the applicant's university education must include a minimum of 15 credits in Statistics or 7,5 credits in Statistics and 7,5 credits in Quantitative Methods and/or Mathematics.

The admission requirements listed above apply for admission to the programme. Individual courses within the programme might have specific requirements, as provided in each course syllabus.

4. Higher education qualification and main field of study

This programme leads to a Degree of Master of Science (120 credits) with a major in Marketing and Consumption (Ekonomie masterexamen med huvudområdet Marketing and Consumption).

5. Outcomes

General outcomes for Degree of Master (120 credits)

Knowledge and understanding

For a Degree of Master (120 credits) the student shall

- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

Competence and skills

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

Judgement and approach

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work

- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

Local outcomes

- The student shall demonstrate awareness of economic, social, and environmental sustainability issues and how they are related to marketing and consumption.
- The student shall demonstrate an insight into the impact of digitalization on consumption, companies, and society at large.

Sustainability labelling

The programme is sustainability-related, which means that at least one of the outcomes clearly shows that the programme content meets at least one of the University of Gothenburg's confirmed sustainability criteria.

6. Content and structure

The programme has a strong focus on consumer marketing and how to respond to changing customer needs. It further emphasizes how sustainability and digitalization relate to marketing practice.

The programme covers four terms of academic full-time studies (120 credits) including three terms of courses, core (60 credits) and elective (30 credits), (total 90 credits), and one term of Master Degree Project (thesis writing - 30 credits). Of the programmes total 120 credits, at least 90 credits must be in the subject field of Marketing and Consumption. The language of instruction is English and all courses included in the Degree of Master of Science must have been taught in English.

Marketing in the Service Economy 7.5 credits
 Sustainable Marketing Management 7.5 credits
 Consumption and Markets 7.5 credits
 Multivariate Data Analysis 7.5 credits
 Branding and Consumption 7.5 credits
 Advanced Qualitative Methods 7.5 credits
 Retail Marketing 7.5 credits
 Perspectives on Consumer Choice Behavior 7.5 credits
 Master Degree Project 30 credits

7. Guaranteed admission

Students admitted to the programme have guaranteed admission to all core courses within the programme given that the course requirements are fulfilled.

8. Other information

The study programme will be followed up and evaluated in accordance with the applicable Policy for the Quality Assurance and Continuous Quality Improvement of Education at the University of Gothenburg (*Policy för kvalitetssäkring och kvalitetsutveckling av utbildning vid Göteborgs universitet*).