

Welcome to Mälardalen University, MDU!

We are delighted that you have chosen to study at MDU this autumn! As your Programme Coordinator, I am looking forward to getting to know you.

My name is [Andreas Pajuvirta](#) and I am a Programme Coordinator on the [International Marketing – Master’s programme](#). So that you will have a great start at the University, I wish to share with you some important information about the programme and whom you can contact if you have any questions.

Here you can read about the following:

- Start of programme and courses during the first semester
- Checklist ahead of starting
- Student life and The Welcoming
- Contact details for questions



[Master’s programme in International Marketing](#)

Programme Introduction

The introduction will take place at the official start of the semester, **September 2nd, at 09.15 - 12.00 in the R2-205 lecture room.**

Attendance is highly recommended.

We will look at the programme content, structure, and double degree opportunity, answer any questions you might have and get to know each other during the session. Students who are not present and have not notified us will risk losing their place on the programme.

What is the international marketing programme (IM)?

The IM programme started in 2004 and has been updated over the years in terms of its content. In 2017, the IM programme was granted EFMD accreditation. In June 2020, our programme earned a re-accreditation for three more years. Repeated accreditations of EFMD show that the programme has a competitive position, an international perspective, high quality and top standards regarding faculty, content, and students/alumni of the programme. This accreditation also offers assistance to the graduates with a unique job database.

IM is a programme that provides you with theoretical and practical in-depth knowledge and hands-on skills in International Marketing. This programme is targeted towards you who wish to have a career in marketing, want to study in English, and in a classroom with students who have international background.

Your training as an international marketer starts in the classroom, where you actively participate in discussions and seminars, conduct projects in a team or individually, review and scrutinise other projects, and deliver presentations. Note that all the assignments through your study are presented in writing and orally.

When you are studying the different courses on the programme, various opportunities will open up to further your study experience, e.g., IM student council, Idea lab opportunities - make sure to always think about what they are and what **YOUR** goal is for choosing to study IM.

Courses in the first semester

During the programme, you will attend the following courses:

- [FOA323 - Business Research Methods](#)
- [FOA324 - Strategy and International Marketing](#)
- [FOA325 - Contemporary Issues in Consumer Marketing](#)
- [FOA403 - Master Thesis in Business Administration](#)

Literature

You can find the content of the course and required reading by searching with the course code on [Find your programme syllabus and course syllabus](#). Or click the links of the course above.

Timetables

You can find the timetable for your course by searching with the course code on [Timetable and Academic calendar](#).

Checklist ahead of starting

For new students, there are a few things that you need to do before you start enjoying your student life with us. On the website [New Student](#) you will find information in a concise checklist.

Student website

On the [student website](#), you will find the information you need as an MDU student. Here you will find some handy tips and good advice on study techniques and scheduling which can be worth a read.

The Welcoming

We at MDU would like you to feel really welcome at MDU! Therefore we are arranging an event called [The Welcoming](#), on Friday, 30 August between 13:00 and 16:00. This year we will all meet at MDU in Eskilstuna. For those travelling from Västerås there is a free bus.

The programme and student associations will be there and will help you to find your particular association. Without giving away too many details we just want to say, don't miss this event!

The Rookie period

The Rookie period takes place during the first few weeks of your studies and it's going to be jam-packed with many fun activities. It will be arranged by Mälardalen Student Union together with the programme and student associations at the University. The aim is for you to get to know your fellow students and quickly get a feeling of belonging.

[Here is some information](#) about the Mälardalen Student Union and which programme association your programme belongs to.

Any questions?

- PROGRAMME COORDINATOR: [Andreas Pajuvirta](#)
 - Answers questions about Programme structure & Content
- PROGRAMME DIRECTOR: [Sara Melén Hånell](#)
 - Answers questions about Strategic programme development
- PROGRAMME STUDY ADVISOR: eststudievagledning@mdu.se
 - Answers questions about Study plans, taking a leave of absence, degree and eligibility for the programme

We look forward to meeting you!

Kind regards,

Andreas Pajuvirta and Sara Melén Hånell