

International Master
Programs at
Department of Business
Administration
Lund University



The city of Lund



- One of the oldest in Sweden
- In the centre of the expansive Öresund region
- A unique combination of university, science park and historical surroundings

Öresund bridge – a link to Europe



The city of Lund



- Around 100 000 residents
- Over 40 000 students
- Tetra-Pak, Alfa Laval, Sony Ericsson, Ericsson Mobile Platforms, Gambro, Astra Zeneca
- IDEON 250 companies



Lund University



- Founded in 1666
- The largest in Scandinavia
- 40 000 students
- 85 educational programmes
- 18 international Master Programmes
- 1000 individual courses
- www.lu.se

School of Economics and Management



- One of the 8 faculties within LU
- Research and education: economic history, BA, BL, informatics, economics and statistics
- 4100 students, 400 researchers and staff
- High international standards

Master Programmes in English

- International Marketing and Brand Management 60 ECTS credits
- Managing People, Knowledge and Change 60 ECTS credits
- Corporate and Financial Management 60 ECTS credits
- Entrepreneurship 60 ECTS credits
- Corporate and Financial Management 60 ECTS credits
- Accounting and Auditing 60 ECTS credits
- Accounting and Management Control 60 ECTS credits
- Finance 60 ECTS credits
- Management Research 60 ECTS credits

International Marketing and Brand Management Programme: courses

- International marketing and strategy 10 ECTS
- Strategic Brand Management 10 ECTS
- Relationship Marketing 10 ECTS
- Retailing and distribution channels 5 ECTS
- Marketing and management research 5 ECTS
- Consumer culture theory 5 ECTS
- Marketing research methods 5 ECTS
- Master thesis 15 ECTS



International Marketing and Brand Management Programme

- Length 1 year
- Start: Mid August
- End: Mid JUne
- Overview. 3 compulsory courses, 4 special courses, Master thesis
- English



International Marketing and Brand Management Programme

- 2007/2008 more than 1000 applications, 40 international students accepted
- 18 nationalities: 31% Europe, 22%
 Scandinavia, 22% Asia, 16% NA, 6%
 CA, 3% Australia
- High medium grades
- Good media coverage



Guardian, October, 2006 – "a free lunch in Lund"

"Lund has a strong world ranking and is surpassing my expectations, there are 21 nationalities in the course and the courses offer viable competition to UK universities".

"The same course in the UK costs at least £10.000. the high fees close the door for the average student to pursue a masters in the UK." (Daniel McCartney)

Welcome to apply!

On December 1, 2007, we plan to open for applications to the 2008/2009 session, commencing in August, 2008. The deadline to apply is February 1, 2008

www.fek.lu.se

