MARKETING & CONSUMPTION

ELECTIVE COURSES AUTUMN 2025

Outline autumn term 2025

Study Period 1-4	Elective courses: 30 credits in total
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Important!

- On Thursday 22 May, you will receive a unique link on your university email that takes you to the application form. The link in the email is personal so do not let anyone else submit their choices via your personal link. You can revise your elective choices until the deadline by re-submitting the form. If you are having problems or you have not received your personal link, you should contact Karin Jansson (karin.jansson@gs.gu.se) at the Graduate School.
- Some courses are part-time and run parallel with each other. They are not always
 compatible schedule-wise and if you are considering part-time courses, check
 and make sure that the schedules match before you make your choice. It is not
 recommended to mix full-time and part-time courses in the same study period.
- Courses with **pre-requisites** are noted in this document (marked with x). For these courses you need to checkthat you fulfil the pre-requisites in the course syllabus *before* sending your choices.
- All elective courses are 7,5 credits apart from the internship course (GM1142), which is 15 credits.
- If you are applying for the **internship course**, you should choose GM1142 and an *additional* 15 course credits in period 1 and 2 (in case your internship is not approved).
- For the next semester and for each study period, you will yourself <u>register for your courses in Ladok</u>. Registration for study period 1 is open **between 22 and 27 August**.
 Note that course registration is necessary for you to take part in the course, gain access to the course Canvas page and to have your study results reported.

The deadline for choosing courses is Monday 2 June at 11:00 hrs.

Make sure you have chosen 30 credits. Choose carefully.

You cannot change courses after the deadline.

Information about the courses

Click on the course code link to find:

Content: In the course syllabus

Schedule: Please note! The schedule is preliminary and can be updated until 2 weeks before the start of the course. If you wish to see schedules for more than one course at a time, enter the course codes in the <u>preliminary schedule link</u> for autumn 2025.

Literature: Literature/Reading list for autumn 2025 is available 8 weeks before the course starts.

Examination dates: Examination dates for written exams are noted in the schedule.

Grading system: In the course syllabus.

Specific pre-requisites: In the course syllabus. Some courses have pre-requisites in accordance with the entry requirements for a specific Master´s programme. For those courses, check that you fulfill the entry requirement in the relevant programme syllabus below:

- Programme syllabus Master of Science in Accounting and Financial Management
- Programme syllabus Master of Science in Economics
- Programme Syllabus Master of Science in Finance
- Programme syllabus Master of Science in Logistics and Transport Management
- Programme Syllabus for Master of Science in Management

If the column "Specific pre-requisites" is blank, you are considered eligible. If you have questions regarding the pre-requisites, you are welcome to contact the <u>student</u> counselling.

Ranking of candidates: Some courses are very popular and have more applicants than available seats. In such cases, students are ranked by their number of university credits (maximum 285 credits). If a course is full, you will be contacted by email in order to make a new choice. We will also contact you if you have made an incorrect choice, or do not meet the entry requirements.

COURSES

FULL-TIME Study Period 1 (1 September – 1 October 2025)

Code	Course name	Specific pre- requisites	Sustainability labelled
GM0125	Managing Across Cultures		
GM0416	Entrepreneurship and New Business		
	Development		
GM0421	Innovation Management		
GM0525	Integrated Logistics		
GM0529	Logistics Information Systems		related
GM0746	Topics in Public and Behavioral Economics	Х	
GM0840	Strategy and Leadership Practices		related
GM1045	Advanced Corporate Finance	Х	
GM1140	Marketing case analysis		
GM1208	International Migration		
GM1218	Trade, Digitalization and Sustainability: Law		related
	and Policy		
<u>GM1409</u>	Cost, Value and Performance Management		
<u>GM1412</u>	Controlling, Innovation and Digitalisation		

FULL-TIME Study Period 2 (2 October – 4 November 2025)

Code	Course name	Specific pre- requisites	Sustainability labelled
GM0127	International Entrepreneurship		
GM0527	Sustainable Logistics		focused
GM0743	Advanced Development Economics	Х	focused
GM0839	Leading Strategic Change		related
GM1041	Corporate Valuation	х	
GM1048	Quantitative Finance	х	
GM1121	Service design - applied consumer		
	behaviour		
<u>GM1212</u>	Creating and Regulating Markets		
GM1217	Project Management and Project Planning		focused
<u>GM1413</u>	Advanced Data Analysis		
GM1418	Managing Sustainability Accounting and Regulation in Practice		focused

FULL-TIME Study Periods 1 & 2 (1 September – 4 November 2025)

Code	Course name	Specific pre- requisites	Sustainability labelled
GM1142	Internship for the Master's Programme in Marketing and Consumption	Х	

PART-TIME Study Periods 1 & 2 (1 September – 4 November 2025)

Code	Course name	Specific pre- requisites	Sustainability labelled
GM0742	Mathematics	Х	
GM0751	Advanced Microeconomic Theory	Х	
GM1419	Accounting	Х	

FULL-TIME Study Period 3 (5 November – 8 December 2025)

Code	Course name	Specific pre- requisites	Sustainability labelled
<u>GM0128</u>	Sustainability in International Business:		focused
	Navigating Grand Challenges		
GM0528	Supply Chain Management		
<u>GM0745</u>	Graduate Econometrics	Х	
GM1127	Digital Marketing		
<u>GM1210</u>	International Business and Trade in a		
	Historical Perspective		
<u>GM1410</u>	Financial Statement Analysis and Corporate	Х	
	Valuation		
<u>GM1415</u>	Quantitative methods in accounting and	Х	
	financial management		
<u>GM1417</u>	Corporate Governance	Х	

FULL-TIME Study Period 4 (9 December 2025 – 18 January 2026)

Code	Course name	Specific pre- requisites	Sustainability labelled
<u>GM0523</u>	Operations Management		
<u>GM0744</u>	Advanced Macroeconomic Theory	Х	
GM0747	Topics in Environmental and Health	Х	
	Economics		
<u>GM1032</u>	Financial Institutions and Markets	Х	
GM1141	Artificial Intelligence in Marketing		

GM1213	The Great Divergence: Historical patterns of		related
	modern economic growth		
GM1225	Sustainability Assessment - Integrating		focused
	Environment and Economics in Strategic		
	Decision-making		
GM1404	Theoretical Perspectives of Financial	Х	
	Accounting		

PART-TIME Study Periods 3 & 4 (5 November 2025 – 18 January 2026)

Code	Course name	Specific pre- requisites	Sustainability labelled
GM0823	Strategy and Organisation		

Sustainability labelling of courses

Courses that are **sustainability-focused**, where at least one of the learning outcomes clearly shows that the course content meets one of the current sustainability criteria. In accordance with the criteria, the content with a focus on sustainability must also constitute the main focus of the course.

Courses that are **sustainability-related**, where at least one of the learning outcomes clearly shows that the course content meets one of the current sustainability criteria.

Criteria for sustainability labelling