

The cand.merc. in Marketing, Globalization and Culture, MMA specialization

One of the solutions for this year's sixth semester students is to be enrolled in the cand.merc. program. Supplementary courses in microeconomics and finance remain mandatory also for students applying for the abovementioned cand.merc. profile. The MMA study board will design a supplementary program specifically for MMA that will allow MMA bachelors to fulfill the criteria. This will be run in August 2015, and be partially based on distance learning.

The study board for economics and business administration and the head of dept. of marketing and management has agreed to create and sponsor a distinct "subprofile" on one of the cand.merc. educational profiles. In practice, this means that all students on the profile share the same first semester courses, and then they can choose between two blocks of courses on the second semester. The second semester courses must be chosen as a block of 30 ECTS – either the "standard course program" for the profile or the "MMA specialization profile"

The construction of an "MMA specialization" on the abovementioned cand.merc. profile actually retains 75 % of the MMA master degree. The final three semesters can be studied by and large exactly as it was planned in the original curriculum. We have kept the two 10 ECTS courses in advanced applied anthropology, that are seen as key definitional courses, as well as the 10 ECTS course in market-based product and service design, which is considered a core competence area of MMA. We have also secured that IF the students have followed this block of courses, they can choose a 30 ECTS fieldwork as their third semester, as we had foreseen in the MMA master, and write their Master thesis on the basis of that fieldwork. So even if the anthropology-brand cannot be retained, the anthropological competences can.

In terms of the joint first semester, these three courses were not part of the originally designed MSc degree. But they could have been in the sense that they are complementary to the profile of a combined anthropologically and culturally informed approach to market and business problems and focus on emerging markets. The three courses would have been electives on an MMA master, so none of them are alien to the MMA competence profile that has been built up.

1st semester courses

Marketing Theory (course responsible *Niklas Woermann*) is a continuation of the critical and academic discussion of marketing as a social institution and as a particular type of practice that is now built into the introductory marketing course. This was not the case when the current sixth semester students followed their marketing class, so for them it is an even more necessary upgrading of your marketing competences.

Marketing Across Cultures (course responsible *Domen Bajde*) is an application of MMA core competences in understanding cultural differences between markets and consumers in a marketing context. As such, it is a prolongation of topics and issues already familiar to MMA students but set in a distinct marketing context.

Doing Business in Emerging Markets (course responsible *Xiaotian Zhang*) is a practice-oriented course that builds on Economics of Development and Economic Anthropology insights but also on managerial and cultural knowledge that you bring with you from the MMA bachelor program.

Block of MMA-specialized courses on the second semester

Advanced Market Anthropology (course responsible *Ian Woodward*): Introduction to cutting edge theoretical and empirical knowledge about consumers and consumption from a socio-anthropological perspective, on processes in markets, of market formation and market change. The course also includes an advanced methodological component that aims to make the students competent in analyzing complex market condition in an intersection of the global and the local.

Advanced Anthropology of Business (course responsible *Eric Arnould*): Introduction to the newest theory and cases of business anthropology and branch culture, innovation processes, business ethics, and cultural understanding of conditions for entrepreneurship. This course also contains a methodological component that upgrades the students' ability to analyze organizational processes on an advanced level.

Market-based Product and Service Design (course responsible *Edlira Shehu / Mette Præst Knudsen*): Introduction to theorization and cases concerning market-based design solutions for product and service development. The aim is to provide the students with the competences to independently carry out such market based problem solving processes for organizations and corporations.

In short, this degree and its MMA specialization is sufficiently close to the originally designed MSc program to represent an acceptable alternative with a good synergy between courses and competences, given that the situation currently does not permit an independent MMA solution. This solution, however, remains a "plan B". The management at as well the university level as the faculty level are supportive of the continued efforts to obtain an independent MSc degree carrying the MMA brand.

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