

## **Official statement concerning the rejection of the application for pre-qualification.**

We have received a rejection of our application for pre-qualification of the master programme in Market Management Anthropology. The rejection acknowledges that we have demonstrated the need for the candidate profile through our employer survey and interviews, but that *"in light of the suggested dimensioning of the ethno-anthropological educational programs, it is not sufficiently demonstrated that the program will not have negative consequences for the labor market of the existing, related educational programs"*.

We are of course deeply puzzled by this rejection. The study board and the faculty has written an official objection which will be sent from the vice-chancellor's office – thus from the highest level. This objection basically argues that

1. this is not an ethno-anthropological program, it is a business studies program because
  - a. even if it is called anthropology, there are other programs with similar titles (technoanthropology) that are not qualified as "ethno-anthropological"
  - b. it does what business programs usually do: teach a (smaller) number of courses in a more basic scientific discipline (usually economics but it can also be psychology or information science) and puts their theories and methods to application in a business context
  - c. it is rooted in a research unit that is acknowledged as world class within consumer research, not within anthropology, and which orients most of its publications towards consumer research and marketing oriented journals
  - d. it contains no pure anthropology courses and none that are found in standard anthropology programs worldwide, but exclusively consists of business, market and managerially oriented courses with reference to some applied anthropology.

If this erroneous classification as an "ethno-anthropological program" is maintained even after these arguments, we also point to

2. the poor quality of the argumentation, basically the absurdity in a logic that stipulates that we are not allowed to produce candidates that are better qualified for the job market because they might outcompete those, that are less qualified.

Finally, I, the Department of Marketing and Management and the Faculty of Business and Social Sciences in unison would like to underline, that we are confident that we will find a solution so that we will be able to of a degree as described in the prospect made by the study board. We will not leave neither students nor faculty as orphans.

Sincerely

Søren Askegaard, Head of Studies