

Enclosure to the curriculum for the Master of Science in Economics and Business Administration  
(Profile: Global Marketing and Consumer Culture)

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# Profile Description - Global Marketing and Consumer Culture

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This profile description is an enclosure to the curriculum for the Master of Science in Economics and Business Administration

The profile description applies to students commencing the profile as from 1<sup>st</sup> September 2016

*It is recommended also to read the curriculum as well as the ministerial orders.*

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The profile description was approved on 15 March 2016 by The Academic Study Board of Business Administration and on 3 May 2016 by the Dean of the Faculty of Business and Social Sciences.

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## 1. The title of the profile in Danish and in English

The title of the profile in Danish is: Kandidatuddannelsen i Erhvervsøkonomi (med profil i Global Marketing and Consumer Culture).

The title of the profile in English is: Master of Science in Economics and Business Administration (with the profile in Global Marketing and Consumer Culture).

## 2. Entry requirements

Direct entrance:

In accordance with the curriculum, section 3, the following bachelor's degrees provide admission to the profile:

Persons who have passed the Bachelor in Economics and Business Administration programme (HA) have access to the Master of Science in Economics and Business Administration.

## 3. Description of the focus area

In accordance with the curriculum, section 1.1 the student who completes the profile will obtain the same competency through academic and practical focus as described below:

The focus area of the profile is Globalization and Cultural Marketing. Graduates have gained knowledge within socio-cultural perspectives on consumption, marketing and branding as well ethnographic approaches to market research using advanced marketing theory. Graduates have skills in integrating theories. They are able to analyze the fundamental social and cultural principles and logics that spur processes of globalization and their consequences for markets, corporations and consumers. Graduates therefore have competences in analyzing the relationships between marketing and culture and managing similarities and differences between different cultures as well as in applying contemporary principles of cultural brand management and ethnographic market research methods in a globalizing cultural economy.

## 4. Other regulations

### 4.1 Language

The programme is offered in English.

All compulsory courses are taught in English. Language of examination is English unless it is stipulated in the course description that the exam may also be taken in Danish. The Master Thesis is written in English. However, if the supervisor agrees, the Master's Thesis may be written in Danish. The oral exam will in this case also be in Danish.

### 4.2 Project oriented studies and studying abroad

Project oriented studies and studying abroad is recommended to take place in the 3<sup>rd</sup> semester of the programme.

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### ***4.3 Semester structure***

Please see section 5.2.

## **5. Structure of the profile**

### ***5.1 Course titles, ECTS, Weight and assessment***

Course Titles	ECTS (= Weight)	Assessment
<b>Constituent compulsory courses:</b>		
Marketing Theory	10	Internal / 7-point scale
Marketing Across Cultures	10	Internal / 7-point scale
Doing Business in Emerging Markets	10	Internal / 7-point scale
Globalization Processes	10	Internal / 7-point scale
Consumption Studies	10	External / 7-point scale
Market Ethnography	10	Internal / 7-point scale
Master's thesis	30	External / 7-point scale
<b>Elective courses (30 ECTS)</b>		
Elective courses totaling	30	Depending on the chosen courses

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## ***5.2 Diagram of the profile, study start respectively 1<sup>st</sup> September and 1<sup>st</sup> February***

<b>Study start 1<sup>st</sup> September</b>			
4 <sup>th</sup> semester	Master's thesis 30 ECTS		
3 <sup>rd</sup> semester	Elective course Max 30 ECTS		
2 <sup>nd</sup> semester	Globalization Processes	Consumption Studies	Market Ethnography / Market and Communication Ethnography
1 <sup>st</sup> semester	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets

Students who will be enrolled from 1<sup>st</sup> February will commence with the courses shown as 2<sup>nd</sup> semester courses in the diagramme. They will then proceed with the courses shown as 1<sup>st</sup> semester the following autumn.

## ***5.3 Description of the elective courses***

The student can choose elective courses:

- among other constituent courses on other M.Sc. in Economics and Business Administration, which are not constituent on the elected profile, primarily among 1. semester courses  
or
- among the list of preapproved elective courses (to be announced)  
or
- apply the study board for permission to include a specific elective course as an alternative elective course

## **6. Specially profile transitional rules**

None.

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## 7. Interdependency between courses and competence profile and academic progression between the courses

### 7.1. Interdependency between courses and competence profile

(1 is a little, 2 is some, 3 is a lot)

<b>The MSc in Global Marketing and Consumer Culture</b>	<b>Marketing Theory</b>	<b>Marketing Across Cultures</b>	<b>Doing Business in Emerging Markets</b>	<b>Globalization Processes</b>	<b>Consumption Studies</b>	<b>Market Ethnography</b>	<b>Electives</b>	<b>Master Thesis</b>
Has knowledge based on the highest international research within a field of study	3	3	3	3	3	3	3	3
Can understand and scientifically reflect on the knowledge of the field/fields of study and identify relevant problems	3	2	3	3	3	2		3
Can select and apply advanced scientific methods and theories for collection and analysis of data to describe the conditions of the firm.	1	1	2	2	2	3		
Can set up new models of analysis and problem solving.	2	2	3	2	2	2		3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	2	2	3	3	3	2		3
Can manage complex, unpredictable work and development situations.	2	3	2	3	3	3		2
Can independently initiate and implement cooperation and take on professional responsibility.	2	2	3	3	2	3		2
Can independently take responsibility for own professional development.	3	3	3	3	2	2	3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors	2	2	3	2	3	3		3

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## 7.2 Academic progression between the courses

Progression of the Profile			
Advanced courses – Extended abstract level	Master's thesis 30 ECTS		
Specialization and internationalization	Elective Courses 30 ECTS		
Advanced Specialization courses	Globalization Processes	Consumption Studies	Market Ethnography
Introductory profilization courses	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets
	<i>Specialization Theories &amp; Methods</i>	<i>Theories and methods/models about the firm</i>	