

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

Profile Description - Marketing, Globalization and Culture

*(for students enrolled 1st February 2016
and earlier. As of 1st September 2016 this
profile will be replaced by Global
Marketing and Consumer Culture)*

Enclosure to the curriculum for
Master of Science in Economics and Business Administration

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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 1st September 2015

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

The profile description was approved on 18th March 2015 by The Academic Study Board of Business Administration and on 23 March 2015 by the Dean of the Faculty of Business and Social Sciences.

Section 3., 5.1., 5.2., 6., 7.1 and 7.2 has been updated on 15th March 2016 by the Academic Study Board of Business Administration and approved on 13 April 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 Marketing, Globalization and Culture).

The title of the profile in English is: Master of Science in Economics and Business Administration (with the profile in Marketing, Globalization and 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 3rd 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
Constituent compulsory courses:		
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
Master's thesis	30	External / 7-point scale
Students must choose between two combinations of compulsory courses		
<i>Combination 1: Not offered as of autumn 2016</i>		
Market-based Product and Service Design	10	External / 7-point scale
Advanced Market Anthropology	10	Internal / 7-point scale
Advanced Anthropology of Business	10	Internal / 7-point scale
<i>Combination 2:</i>		
Globalization Processes	10	Internal / 7-point scale
Consumption Studies	10	External / 7-point scale
* Market Ethnography / Market and Communication Ethnography	10	Internal / 7-point scale
Elective courses (30 ECTS)		
Elective courses totalling	30	Depending on the chosen courses

Combination 1:

The demand in the curriculum for at least 10 ECTS courses providing knowledge and skill within the area of scientific methods is met through the courses "Advanced Anthropology of Business" and "Advanced Market Anthropology".

Combination 2:

The demand in the curriculum for at least 10 ECTS courses providing knowledge and skill within the area of scientific methods is met through the course "Market Ethnography".

* The course *Market Ethnography* replaces the course *Market and Communication Ethnography*. Please see section 6 for further information.

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5.2 Diagram of the profile, study start respectively 1st September and 1st February

Combination 1: (Not offered as of autumn 2016)

Study start 1st September			
4 th semester	Master's thesis 30 ECTS		
3 rd semester	Elective courses, study abroad or field work In total 30 ECTS		
2 nd semester	Market-based Product and Service Design	Advanced Market Anthropology	Advanced Anthropology of Business
1 st semester	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets

Combination 2:

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

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

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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

Concerning combination 1:

As of 1st September 2016 combination 1 will not be offered.

The courses on 1st semester will still be offered in other programmes.

For the courses offered on 2nd semester (Market-based Product and Service Design, Advanced Market Anthropology and Advanced Anthropology of Business) a third and final exam will be held in June 2017.

Concerning combination 2:

As of spring 2017 the course *Market and Communication Ethnography* has changed course title to *Market Ethnography*.

Students having passed the course *Market and Communication Ethnography* cannot take the course *Market Ethnography*.

Examination in the course *Market and Communication Ethnography* will be offered for the last time in June 2017. If the examination is not passed the course can be replaced by the course *Market Ethnography*.

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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

Combination 1: (1 is a little, 2 is some, 3 is a lot) (Not offered as of autumn 2016)

The MSc in Marketing, Globalization and Culture	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets	Market-based Product and Service Design	Advanced Market Anthropology	Advanced Anthropology of Business	Electives	Master Thesis
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	3	3	3		
Can set up new models of analysis and problem solving.	2	2	3	3	3	3		3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	2	2	3	3	2	2		3
Can manage complex, unpredictable work and development situations.	2	3	2	2	3	3		2
Can independently initiate and implement cooperation and take on professional responsibility.	2	2	3	3	3	3		2
Can independently take responsibility for own professional development.	3	3	3	3	3	3	3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors	2	2	3	3	3	3		3

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

The MSc in Marketing, Globalization and Culture	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets	Globalization Processes	Consumption Studies	Market Ethnography / Market and Communication Ethnography	Electives	Master Thesis
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

Combination 1: (Not offered as of autumn 2016)

Progression of the Profile			
Advanced courses – Extended abstract level	Master's thesis 30 ECTS		
Specialization and internationalization	Elective Courses 30 ECTS		
Advanced Specialization courses	Market-based Product and Service Design	Advanced Market Anthropology	Advanced Anthropology of Business
Introductory profilization courses	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets
	<i>Specialization Theories & Methods</i>	<i>Theories and methods/models about the firm</i>	

Combination 2:

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 / Market and Communication Ethnography
Introductory profilization courses	Marketing Theory	Marketing Across Cultures	Doing Business in Emerging Markets
	<i>Specialization Theories & Methods</i>	<i>Theories and methods/models about the firm</i>	