

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

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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 February 2012

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

The profile description was approved on 21st August 2012 by The Academic Study Board of Business Administration and on 10th September 2012 by the Dean of the Faculty of Business and Social Sciences.

Section 2 has been updated on 17th May 2013 by the Academic Study Board of Business Administration and on 21st May 2013 by the Dean of the Faculty of Business and Social Sciences.

Section 4.1 and 5.1. has been updated on 6th May 2014 by the Academic Study Board of Business Administration and on 27st May 2014 by the Dean of the Faculty of Business and Social Sciences.

Section 5.1 and 6 has been updated on 24th February 2015 by the Academic Study Board of Business Administration and on 13th April 2015 by the Dean of the Faculty of Business and Social Sciences.

Section 7., 7.1., 7.2., has added to the profile description on 24th February 2015 by the Academic Study Board of Business Administration and on 13th April 2015 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 to the profile and entrance through supplementary courses

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, sektion 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. Students on this profile will have gained knowledge within the main subjects in: socio-cultural perspectives on consumption, marketing and branding as well ethnographic approaches to market research using advanced marketing theory. The graduate have skills in integrating theories and is able to analyse the fundamental social and cultural principles and logics that spur processes of globalization and their consequences for markets, corporations and consumers. Finally, graduates have gained competences in analysing the contemporary 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.

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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.

4.3 Semester structure

Please see section 5.2.

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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
Advanced Brand Management	10	Internal / 7-point scale
Globalization Processes	10	Internal / 7-point scale
Consumption Studies	10	External / 7-point scale
Market and Communication Ethnography	10	Internal / 7-point scale
Master's thesis	30	External / 7-point scale
Elective courses (30 ECTS)		
You have to choose no more than 30 ECTS elective courses	30	Depending on the chosen courses

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 and Communication Ethnography".

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

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 and Communication Ethnography
1 st semester	Marketing Theory	Marketing Across Cultures	Advanced Brand Management

Admissions to the programme as of 1st February will commerce with 30 ECTS elective courses.
Please check the list of the preapproved elective courses on the website.

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

As of 1st September 2015 the course Marketing Across Cultures is assessed with internal grading.

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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, 4 is a lot)

The M.Sc. in Marketing, Globalization and Culture	Marketing Theory	Marketing Across Cultures	Advanced Brand Management	Globalization Processes	Consumption Studies	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		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 and Communication Ethnography
Introductory profilization courses	Marketing Theory	Marketing Across Cultures	Advanced Brand Management
	<i>Specialization Theories & Methods</i>	<i>Theories and methods/models about the firm</i>	