

Enclosure to the curriculum for the Master of Science in Economics and Business Administration
(Profile: Brand Management and Marketing Communication)

Profile Description - Brand Management and Marketing Communication

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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 4th October 2011 by The Academic Study Board of Business Administration and on 11th October 2011 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 7., 7.1., and 7.2. has been 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.

Section 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 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 Brand Management and Marketing Communication).

The title of the profile in English is: Master of Science in Economics and Business Administration (with the profile Brand Management and Marketing Communication).

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, 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 the marketing communication process from the corporate to the brand level using advanced, socio-cultural theoretical perspectives on consumer markets. Graduates can analyze the fundamental social and cultural principles and logics underlying contemporary communication and branding challenges, using state-of-the-art research based theory. Finally, the graduate has competencies in analyzing contemporary relationships between marketing communications and branding, the corporation and consumer markets as well as in applying contemporary principles of cultural brand management and ethnographic market research methods. The graduate has competencies in performing Brand Management at both strategic and tactical level.

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
Advanced Marketing Communication	10	Internal / 7-point scale
Advanced Brand Management	10	Internal / 7-point scale
Corporate Communication	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
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 Ethnography".

* The course *Market and Communication Ethnography* has changed course title to *Market 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

Study start 1 st September			
4 th semester	Master's thesis 30 ECTS		
3 rd semester	Elective course Max 30 ECTS		
2 nd semester	Consumption Studies	Corporate Communication	Market Ethnography
1 st semester	Marketing Theory	Advanced Marketing Communication	Advanced Brand Management

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.

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 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

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

The M.Sc. in Brand Management and Marketing Communication	Marketing Theory	Advanced Marketing Communication	Advanced Brand Management	Consumption Studies	Corporate Communication	Market Ethnography	Electives	Master Thesis
Has knowledge based on the highest international research within a field of study	3	2	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	3		3
Can select and apply advanced scientific methods and theories for collection and analysis of data to describe the conditions of the firm.	3	2	2	3	3	3		3
Can set up new models of analysis and problem solving.	3	2	2	2	2	2		3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	1	3	3	2	3	2		3
Can manage complex, unpredictable work and development situations.	2	2	1	3	3	3		2
Can independently initiate and implement cooperation and take on professional responsibility.	1	1	3	1	2	3		2
Can independently take responsibility for own professional development.	1	1	1	1	1	1	3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors	1	3	3	3	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	Consumption Studies ↑	Corporate Communication ↑	Market Ethnography ↑
Introductory profilization courses	Marketing Theory ↑	Advanced Marketing Communication ↑	Advanced Brand Management ↑
	<i>Specialization Theories & Methods</i>	<i>Theories and methods/models about the firm</i>	