

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

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# Profile description for Marketing and Innovation

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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 September 2015

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

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The profile description was approved on December 16 2014 by the Academic Study Board for Business Administration, Esbjerg and on April 10 2015 by the Dean of the Faculty of Social Sciences.

The profile description has been updated due to the following changes:

Academic Study Board of Economics and Business Administration has been changed to Study Board of Business Economics, as consequence of this, the profile description has been updated.

#### 4.2 Clarification of the name of project-oriented studies

The profile description was approved on 29<sup>th</sup> August 2018 by the Study Board of Business Economics under administrative delegation and on 23 November 2018 by the Dean of the Faculty of Social Sciences.

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

The title of the profile is in Danish: Cand.merc. (med profil i Marketing and Innovation)

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

## **2. Description of the profile focus**

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 how firms can spot and take advantage of market opportunities by marketing of existing products and innovations. Graduates with this profile have therefore specialized knowledge within the following subjects: innovation management, strategy and competition buyer behavior as well as social media networks and marketing communication. Further, the graduate has knowledge about and skills in using methods to support development of market opportunities: research methodology of the social sciences and qualitative methods, project management, and quantitative market research methods. Finally, the master has gained competences in defining and establishing own learning through independent work with projects and the master thesis.

## **3. Entry requirements to the profile and entrance through supplementary courses**

Refer to section 3 in the curriculum.

## 4. Other regulations

### 4.1 Language

The programme is offered in English. If the teacher and the co-examiner or external examiner is Danish speaking, the student can choose to take the exam in Danish.

### 4.2 Project-oriented studies and studying abroad

Refer to section 4.3.7 in the curriculum.

### 4.3 Semester structure

The programme runs in quarters. This means that each semester is split in quarters in the following way:

1. Semester
  - First quarter: Weeks 36-44 (fall holiday week 42). Exam week 45.
  - Second quarter: Weeks 46-02 (Christmas holiday week 52/53). Exam weeks 3-4.
2. Semester
  - First quarter: Weeks 05-12. Exam weeks 14/15.
  - Second quarter: Weeks 16-23. Exam weeks 24/25.

The above can deviate with up to one week due to changes in the calendar year. Every semester the final placement of the study and exam weeks can be found on the home page of the study

Reexams take place in January and June. For details, consult the course descriptions.

## 5. Structure of the profile

### 5.1 Course titles, ECTS, weight and assessment

Course Titles	ECTS	Weight	Assessment
<b>Constituent compulsory courses</b>			
Social Media Networks and Marketing Communication	7.5	7.5	Internal 7-point grading scale
Methodology of the Social Sciences and Qualitative Methods	7.5	7.5	Internal 7-point grading scale
Buyer Behaviour	7.5	7.5	Internal 7-point grading scale
Project Management	7.5	7.5	Internal 7-point grading scale
Strategy and Competition	7.5	7.5	External 7-point grading scale
Quantitative Market Research Methods	7.5	7.5	Internal 7-point grading scale
Innovation Management	7.5	7.5	External 7-point grading scale
Seminar in Marketing and Innovation	7.5	7.5	Internal 7-point grading scale
Master Thesis	30	30	External 7-point grading scale
<b>Elective subjects (min. 10 ECTS):</b>			
<b>Electives:</b> Courses equaling 30 ECTS must be selected. See below.	30	30*	See course description 7-point grading scale

\* In calculation of the mean, the courses weigh according to their value in ECTS.

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(s) Methodology of the Social Sciences and Qualitative Methods and Quantitative Market Research Methods.

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

<b>Study start 1<sup>st</sup> September</b>			
4. sem.		Master Thesis 30 ECTS	
3. sem.		Electives 30 ECTS	
2. sem	4. quarter	Innovation Management 7.5 ECTS	Seminar in Marketing and Innovation 7.5 ECTS
	3. quarter	Strategy and Competition 7.5 ECTS	Quantitative Market Research Methods 7.5 ECTS
1.sem.	2. quarter	Buyer Behaviour 7.5 ECTS	Project Management 7.5 ECTS
	1. quarter	Social Media Networks and Marketing Communication 7.5 ECTS	Methodology of the Social Sciences and Qualitative Methods 7.5 ECTS

<b>Study start 1<sup>st</sup> February</b>			
4. sem.		Master Thesis 30 ECTS	
3. sem	6. quarter	Electives 7.5 ECTS	Seminar in Marketing and Innovation 7.5 ECTS
	5. quarter	Electives 15 ECTS	
2. sem	4. quarter	Buyer Behaviour 7.5 ECTS	Project Management 7.5 ECTS
	3. quarter	Social Media Networks and Marketing Communication 7.5 ECTS	Methodology of the Social Sciences and Qualitative Methods 7.5 ECTS
1. sem	2. quarter	Innovation Management 7.5 ECTS	Elective 7.5 ECTS
	1. quarter	Strategy and Competition 7.5 ECTS	Quantitative Market Research Methods 7.5 ECTS

### ***5.3 Description of the elective subjects***

The student can choose:

- From constituent subjects on other profiles on the Master in Economics and Business Administration (cand.merc.)  
or
- From other subjects that have been pre-approved by the study board. See the list of course descriptions regarding this on the home page of the study.  
or
- Apply the study board for pre-approval of alternative subjects.



## 6. Interdependency between courses and competence profile of the programme and progression

cf. description of competences in the curriculum section 1.1 (1 is a little, 2 is some, 3 is a lot)

<b>The MSc in Economics and Business Administration</b>	<b>Social Media Networks and Marketing Communication</b>	<b>Methodology of the Social Sciences and Qualitative Methods</b>	<b>Buyer Behaviour</b>	<b>Project Management</b>	<b>Strategy and Competition</b>	<b>Quantitative Market Research Methods</b>	<b>Innovation Management</b>	<b>Seminar in Marketing and Innovation</b>	<b>Master Thesis</b>
Has knowledge based on the highest international research within a field of study	2	1	2	2	2	1	2	3	3
Can understand and scientifically reflect on the knowledge of the field/fields of study and identify relevant problems	2	1	2	2	2	1	2	3	3
Can select and apply advanced scientific methods and theories for collection and analysis of data to describe the conditions of the firm.	2	3	2	1	1	3	1	1	3
Can set up new models of analysis and problem solving.	1	2	1	1	1	1	1	3	3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	3	1	3	3	2	1	1	3	3
Can manage complex, unpredictable work and development situations.	1	1	2	2	2	1	1	2	2
Can independently initiate and implement cooperation and take on professional responsibility.	2	1	2	2	1	1	2	2	2
Can independently take responsibility for own professional development.	2	1	2	2	2	1	2	3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors	2	2	1	2	1	2	1	1	3

Illustration of progression of the programme and recommended succession

