

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

Profile description for Marketing, Social Media, and Digitalization

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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 2019.

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

The profile description was approved on 9th November 2018 by The Study Board of Business Economics and on 26 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, Social Media, og Digitalization)

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

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 improve their market performance by analyzing and digitalizing their business and the marketing of their organization and existing products with a special emphasis on social media as major communication channel. Graduates with this profile have therefore specialized knowledge within the following subjects: social media networks and marketing communication, consumer behavior, and digitalization of business and marketing. Further, the graduate has knowledge about and skills in using methods to support improvement of market performance and development of market opportunities: research methodology of the social sciences and qualitative methods, project management, strategy and competition, and quantitative market research methods. Finally, the master has gained competences in defining and establishing own learning through independent work with seminar 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
Constituent compulsory courses			
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
Consumer 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
Digitalization of Business and Marketing	7.5	7.5	External 7-point grading scale
Seminar in Marketing, Social Media, and Digitalization	7.5	7.5	Internal 7-point grading scale
Master Thesis	30	30	External 7-point grading scale
Elective subjects (min. 10 ECTS):			
Electives: 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

Study start 1st September			
4. sem.		Master Thesis 30 ECTS	
3. sem.		Electives 30 ECTS	
2. sem	4. quarter	Digitalization of Business and Marketing 7.5 ECTS	Seminar in Marketing, Social Media, and Digitalization 7.5 ECTS
	3. quarter	Strategy and Competition 7.5 ECTS	Quantitative Market Research Methods 7.5 ECTS
1.sem.	2. quarter	Consumer 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

Study start 1st February			
4. sem.		Master Thesis 30 ECTS	
3. sem	6. quarter	Electives 7.5 ECTS	Seminar in Marketing, Social Media, and Digitalization 7.5 ECTS
	5. quarter	Electives 15 ECTS	
2. sem	4. quarter	Consumer 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	Digitalization of Business and Marketing 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)

The MSc in Economics and Business Administration	Social Media Networks and Marketing Communication	Methodology of the Social Sciences and Qualitative Methods	Consumer Behavior	Project Management	Strategy and Competition	Quantitative Market Research Methods	Digitalization of Business and Marketing	Seminar in Marketing, Social Media, and Digitalization	Master Thesis
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	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.	2	3	2	1	1	3	3	1	3
Can set up new models of analysis and problem solving.	1	2	1	1	1	1	3	3	3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	3	1	3	3	2	1	2	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

