**CURRICULUM**

*CURRICULUM AS OF 1 SEPTEMBER 2012*

*FOR THE INTERNATIONAL BACHELOR’S PROGRAMME IN MARKETING AND MANAGEMENT COMMUNICATION AT AARHUS UNIVERSITY, BUSINESS AND SOCIAL SCIENCES*

The curriculum is prepared according to the executive order for academic programmes no. 814 of June 29th 2010. It has been indorsed by the Vice-Dean, Director of Education.

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# Chapter 1

## OBJECTIVE

1.1. The purpose of the Bachelor of Arts in Marketing and Management Communication study programme is to provide students with a number of general and specific competencies.

GENERAL COMPETENCIES

The study programme is to enable students to

* Identify, formulate and analyse problems relevant to their course of study
* Take a reflective and analytical approach to academic issues
* Gather relevant information and understand comprehensive specialist literature with a view to shedding light on a problem as well as consider, gain an overview of, analyse and structure the data found
* Work with academic issues in a theory-based, methodological and systematic manner as well as build up a logical and coherent presentation of arguments and communicate the solutions chosen and results
* Apply relevant information and communication technology tools
* Work independently as well as collaborate with others
* Work in an international or global English-language context

SPECIFIC COMPETENCIES

The purpose of the study programme is also, within the framework of international or global enterprises or organisations, to enable students to

* Plan, coordinate or perform communication tasks at a tactical-operational level, both individually and in groups
* Work as consultants in connection with English-language communication tasks
* Perform information searches and specifically include English-language sources
* Act as intermediaries between several cultures externally and internally in the organisation
* Set the relevant communication tasks in a financial framework

And generally to

* Apply the academic and scientific methodologies that form the basis for further studies in the Marketing and Management Communication programme.

1.2 To meet this objective, throughout this programme, students will acquire knowledge and skills within the following areas:

* communication
* business
* language

1. Knowledge about:

***Communication***

fundamental theories and methods within:

* organisational communication
* public relations
* communication theory and reception analysis
* media characteristics and media convergence
* project management
* knowledge management and knowledge communication

***Business***

fundamental theories and methods within:

* organisational behaviour and HRM (Human Resource Management)
* corporations’ decision-making processes
* financial management principles
* marketing and consumer behaviour
* information systems and their relationship to business processes and strategies

***Language***

fundamental theories and methods within:

* communicative grammar and textual analysis
* systemic-functional linguistics
* pragmatics
* rhetorics
* discourse analysis
* genre analysis
* semiotics, including visual as well as social semiotics
* written communication in a business environment
* PR theory

(b) working methods aiming at:

* developing students’ ability to plan and co-ordinate various tasks and projects
* developing students’ analytical skills, e.g. through problem statements and problem solving
* developing students’ abilities to work both individually and in teams
* developing students’ abilities to conduct critical analysis of subject related issues

(c) skills which enable students to:

***Communication***

* carry out internal and external communication tasks in spoken as well as in written English
* analyse internal as well as external issues and needs
* analyse texts and visual material
* plan communication tasks from concept to final product
* carry out cross-cultural communication tasks and participate in cross-cultural negotiations

***Business***

* analyse and evaluate the fundamental view of various organisational theories on the human factor within the organisation
* understand the influence of organisational processes on corporate and organisational communication
* make decisions regarding marketing strategy and parameter mix
* analyse customer behaviour
* participate in budgeting processes in a company or organisation
* analyse the communicative value of a company’s financial statement
* understand information systems as well as the operating tasks these systems support in a company

***Language***

* use grammatically correct structures in specific communicative contexts
* analyse and evaluate various forms of discourse material
* understand and produce oral and written texts as well as producing written texts with an appropriate visual structure and layout
  1. In the 5th semester, elective subjects are offered within the subject areas forming parts of the

study programme. The offer of elective subjects is determined each year by the board of studies.

* 1. The Bachelor’s Programme in Marketing and Management Communication is rounded off with

a Bachelor’s thesis. The objective of the thesis is to develop students’ skills in the fields of:

* independent acquisition as well as systematic and methodical processing of subject related knowledge
* systematic and methodical processing of information
* independent and critical analysis of subject related issues
* clear and concise English written proficiency
* oral presentation and discussion of subject related issues in English

# Chapter 2

## PROGRAMME STRUCTURE

The Bachelor’s Programme in Marketing and Management Communication comprises a total of 180 ECTS credits in accordance with the executive order of bachelor’s and master’s programmes.

The programme is divided into three parts: 1) compulsory courses, 2) electives, 3) a Bachelor’s thesis.

**Compulsory courses**

2.1 The compulsory courses in *Communication, Business* *and Language* represent a total of 125 ECTS credits:

*Communication*

* Organisational Communication (10 ECTS credits)
* Communication Theory and Reception Analysis (5 ECTS credits)
* Media (5 ECTS credits)
* Corporate Internet Rhetoric (5 ECTS credits)
* Public Relations (10 ECTS credits)
* Cultural Theory and Analysis (5 ECTS credits)
* Integrated Marketing Communication (10 ECTS credits)
* Knowledge Communication (5 ECTS credits)
* Project Management (10 ECTS credits)

*Business*

* Introductory Economics (5 ECTS credits)
* Marketing (10 ECTS credits)
* Organisational Behaviour (5 ECTS credits)
* Accounting (5 ECTS credits)
* IT in Business (5 ECTS credits)

*Language*

* Basic English Grammar (5 ECTS credits)
* Communicative Grammar (5 ECTS credits)
* Academic Writing (5 ECTS credits)
* Corporate Journalism (5 ECTS credits)
* Textual and Visual Semiotics (5 ECTS credits)
* Multimodal Discourse Analysis (5 ECTS credits)
  1. The remaining compulsory courses represent 5 ECTS credits:
* Philosophy of Science and Research (5 ECTS credits)

**Electives**

* 1. The electives represent 30 ECTS credits. Students are free to choose between the elective subjects offered in connection with the Programme in Marketing and Management Communication. There must be a minimum number of students for the individual elective subjects. Students may also choose elective subjects offered by other departments or universities provided that such elective subjects are relevant for the Programme in Marketing and Management Communication and are preapproved by the Board of Studies.

Students wishing to carry on studying under the MA in LSP study programme (cand.ling.merc. in English) must choose all electives (30 ECTS credits) within language.

**Bachelor’s thesis**

* 1. The bachelor’s thesis represents 20 ECTS credits.

2.5 The programme courses are scheduled as follows:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **1st** | **2nd** | **3rd** | **4th** | **5th** | **6th** |
| **Business** | Introductory Economics  5 ECTS  *Written home assignment*  IT in Business  5 ECTS  *Oral exam based on written home assignment* |  | Marketing  10 ECTS  *Written exam* | Organisational  Behaviour  5 ECTS  *Written exam* | **E**  **L**  **E**  **C**  **T**  **I**  **V**  **E**  **S** |  |
| Accounting  5 ECTS  *Written exam* |
| **Communi-**  **cation** |  | Organisational Communication  10 ECTS  First year exam  *Oral exam* | Public  Relations  10 ECTS  *Oral exam based on project report* | Cultural  Theory and Analysis  5 ECTS  *Written home assignment* | Project  Management  10 ECTS  *Written home assignment* |
| Communication Theory and Reception Analysis  5 ECTS  First year exam  *Written home assignment* | Media  5 ECTS  *Written home assignment* | Integrated  Marketing  Communication  10 ECTS  *Oral exam* |
| Bachelor’s thesis  20 ECTS  *Oral exam based on written project report* |
| Corporate Internet  Rhetoric  5 ECTS  *Written home assignment* | Knowledge  Communication  5 ECTS  *Written home assignment* |
| **Language** | Basic English Grammar  5 ECTS  *Written exam* | Communicative  Grammar  5 ECTS  First year exam  *Written exam* |  |  |  |
| Academic  Writing  5 ECTS  *Written home assignment* | Corporate  Journalism  5 ECTS  First year exam  *Written exam* |
| Textual and Visual  Semiotics  5 ECTS  *Written home assignment* | Multimodal Discourse  Analysis  5 ECTS  First year exam  *Written home assignment* |
| **Joint**  **Courses** | Philosophy of Science and Research  5 ECTS  *Written home assignment* |  |  |  |  |

# Chapter 3

## CONTENTS

3.1 Communication

The objective of the communication courses is to develop students’ skills in planning and carrying out internal and external communication, marketing, and/or public relations tasks in international corporations and organisations.

*Organisational Communication*

Objective: To provide students with basic theoretical insight into central areas within the field of organisational communication and give students an understanding of the corporation’s internal and external communication needs when approaching different target groups.

*Public Relations*

Objective: To provide students with knowledge and understanding of relevant Public Relations theories and practices within central areas of public relations in national and international organizations as well as practical PR communication skills.

*Integrated Marketing Communication*

Objective: To provide students with knowledge on theories and methods for analysing the need for market communication within corporations and organisations, defining and planning campaigns as well as ensuring appropriate co-ordination between internal parties (sales, production, product development etc.) and external parties (suppliers of marketing related services) involved in the production of campaigns from draft to final product.

###### Media

Objective: To provide students with knowledge on the communicative characteristics of various kinds of media and on how to use the media for internal and external communication internationally. Furthermore, the social role and function of communication mediated through the media will be dealt with.

*Cultural Theory and Analysis*

Objective: To increase students’ awareness of the influence of culture and cultural differences in relation to international corporate communication and thereby develop students’ (cross-) cultural competence. The aim is to provide students with the relevant tools for analysing culture and identifying, understanding and working across cultural differences. This will be done by working with basic cultural theories and hands-on cultural analysis.

*Communication Theory and Reception Analysis*

Objective: To provide students with knowledge of the most important communication theories and analysis methods applied in media sciences, PR, marketing communication etc. The practical dimension focuses on case studies in which communication theories and reception analysis are used to make the appropriate choices between quantitative and qualitative methods and tools such as questionnaires, interviews, focus groups, etc.

*Corporate Internet Rhetoric*

Objective: To provide students with the fundamental knowledge and skills needed to analyse internet communication and rhetoric in corporate websites and to improve a given client’s web communication efforts through situating them in a societal context.

*Knowledge Communication*

Objective: To provide students with theoretical, methodological and practical skills which enable them to write meditational texts, in particular to communicate highly specialized knowledge to audiences with little or no prior knowledge about the subject presented.

*Project Management*

Objective: To present to students the tools needed for project conception, planning and implementation-identification of goals and objectives, work breakdown structures, task sequence including critical tasks and activities as well as the planning of work schedules, etc. For this purpose, an introduction will be given to fundamental project management tools such as Project Charters, Work Breakdown Structures, Network diagrams, Critical path, Gantt charts and other relevant tools. The course will enable students to analyse the structure of a project as regards project goals, coordinating these with communication processes involved in the project internally (staff) and externally (external stakeholders such as management, clients, and others).

***3.2 Business***

The objective of the business courses is to develop students’ skills in using theories and models for organising the company’s internal and external activities, financial decision-making process, as well as market related projects. This part of the programme aims at giving students sufficient financial and administrative insight to take a co-coordinative role and handle financial and managerial responsibility in connection with internal and external communication tasks.

*Marketing*

Objective: To give students an understanding of fundamental marketing theory relevant for this programme, including theories on buyer behaviour, market segmentation, and parameter mix. The aim is to give students sufficient insight into marketing in theory as well as in practice to be able to plan and carry out a company’s marketing projects, campaigns, etc.

*Organisational Behaviour*

Objective:

To give the students an understanding of

* The role of organisations as frameworks for individual and collective actions
* The interplay between structure and behaviour

To give the students the ability to:

* Identify challenges faced by organisations in the 21st century
* Synthesize the insights gained from the various theoretical fields
* Challenge and critically evaluate both classic and modern models, theories and concepts

*Accounting*

Objective: To introduce students to basic management accounting theory and operational tools in the field. Students are expected to be able to analyse various types of businesses and their economics (financial resources, cost structures and pricing issues) and to communicate financial and non-financial information in a comprehensive manner to investors and stakeholders.

*Introductory Economics*

Objective: To introduce students to the basic economic principles and their application. Students are expected to obtain a broad knowledge of economic aspects and developments, in a national as well as a global context. The aim is to enable students to understand and analyse specific and current economic problems.

*IT in Business*

Objective: To give students a basic understanding of concepts and solutions implicated in the application of IT in companies. The aim is to enable students to understand the information systems as well as the operating tasks these systems support in a company, this includes a practical introduction to an ERP system (SB1) and methods to formal modelling of processes, data and incidents.

3.3 Language

The objective of the language courses is to develop students’ linguistic skills in order for them to be able to use appropriate and correct language in any given communication context.

*Basic English Grammar*

This course aims to provide students with a solid foundation for analysing English sentences and accounting for sentence-analytical issues. Students will also familiarise themselves with basic grammatical concepts and grammatical terminology.

*Academic Writing*

This course provides students with study techniques and methods in relation to the reading and writing of academic texts in English. The course builds on skills that are developed incrementally, focusing on a variety of academic genres.

*Textual and Visual Semiotics*

The course enables students to develop their skills so that they can analyse and evaluate printed and electronic multimodal English-medium publications and advertising material from or about international companies and organizations. Students will learn to understand how textual and visual semiotics can be fruitfully applied when analysing texts and images in a business and promotional context.

*Communicative Grammar*

During this course students obtain a thorough command of English grammar, enhancing their understanding of the English language. The course enables them to produce written and spoken texts adapted to specific target audiences and communication situations within the global market place.

*Corporate Journalism*

The course provides students with theoretical, methodological and practical skills from the area of corporate journalism. The focus is on written communication in English using various journalistic genres and on writing processes relevant to the corporate journalist.

*Multimodal Discourse Analysis*

The aim of the course is to provide students with skills enabling them to analyse and evaluate printed and electronic multimodal English-medium publications comprising both text and images as meaningful entities, taking into account the functional and socio-cultural context in which the publications appear. Students will be well versed in how to use genre theory and discourse strategies in text production and reception.

***Joint Course***

The objective of the joint course is:

*Philosophy of Science and Research*

To give students insight into basic concepts and theories of scientific methods that are particularly relevant to business, language, and communication such as critical thinking as well as scientific and valid argumentation.

# Chapter 4

## TEACHING METHODS

All courses are held in English.

Various teaching methods such as lectures, tutorials, case studies, group projects and seminars will be applied.

# Chapter 5

## EXAMINATION

* 1. Examinations are either internal or external.

Internal examinations are marked by the teacher(s) or by the teacher(s) and an internal examiner. The course catalogue description of each course holds information on whether or not an internal examiner is used.

External examinations are marked by the teacher(s) and one or more external examiners appointed by The Ministry of Science, Innovation and Higher Education.

5.2 The course catalogue includes specific rules for each exam. The areas covered are:

For oral examinations: The duration of the preparation and examination.

For written examinations: The actual duration of the examination.

For project reports and home assignments: The required length measured in number of pages containing 2,200 characters and the period of time given for writing the report.

For oral examinations based on a project report or home assignment: The duration of the examination.

Additionally, the course catalogue includes a description as to when the exam is recommended to be taken, cf. the course overview in subsection 2.5.

Where two marks are given for the examination, the course catalogue defines the weight of the marks and what the two marks are given for.

5.3 The following exam types can be used in the study programme:

1. Oral exam 1:

The exam is with preparation time (max. 60 minutes, in preparation room) or without preparation time.

b. Oral exam 2:

The student prepares for the exam at home. The preparation time allowed is min. 24 hours.

c. Written exam:

The exam takes max. 5 hours, and the assignment is completed in an exam room.

d. Project report:

The exam includes the preparation of a written project report. The topic and problem formulation must be approved by the lecturer.

e. Oral exam based on written project report:

The exam includes the preparation of a written project report. The topic and problem formulation must be approved by the lecturer.

The project report is defended at an oral exam.

f. Written home assignment:

The exam includes a written paper based on an exam question, possibly in the form of a case.

g. Oral exam based on written home assignment:

The exam includes a written paper based on an exam question, possibly in the form of a case. The exam paper is defended at an oral exam.

h. Continuous assessment (with or without portfolio)

The exam consists of the student’s active participation in class in the form of oral presentations and/or written assignments. Portfolio means a collection of papers prepared by the student during the course.

This may be combined with a requirement for regular class attendance corresponding to the student attending min. 75% of the lessons.

i. Oral exam based on written presentation/synopsis:

Written and oral exam. The written part consists of a synopsis, and the oral part is based on this presentation.

5.4 The programme consists of the following exams:

#### Communication

*Communication Theory and Reception Analysis (5 ECTS)*

**First year exam.** Internal examination according to the Danish marking system

Examination form f: Written home assignment

*Organisational Communication (10 ECTS)*

**First year exam.** External examination according to the Danish marking system

Examination form b: Oral examination

*Media (5 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

*Public Relations (10 ECTS)*

External examination according to the Danish marking system

Examination form e: Oral examination based on a project report

*Cultural Theory and Analysis (5 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

*Integrated Marketing Communication (10 ECTS)*

External examination according to the Danish marking system

Examination form b: Oral examination

*Corporate Internet Rhetoric (5 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

*Knowledge Communication (5 ECTS)*

External examination according to the Danish marking system

Examination form f: Written home assignment

*Project Management (10 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

**Business**

*Introductory Economics (5 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

*IT in Business (5 ECTS)*

External examination according to the Danish marking system

Examination form g: Oral exam based on written home assignment

*Marketing (10 ECTS)*

Internal examination according to the Danish marking system

Examination form c: Written examination

*Organisational Behaviour (5 ECTS)*

External examination according to the Danish marking system

Examination form c: Written examination

*Accounting (5 ECTS)*

Internal examination according to the Danish marking system

Examination form c: Written examination

**Language**

*Basic English Grammar (5 ECTS)*

Internal examination according to the Danish marking system

Examination form c: Written examination

*Communicative Grammar (5 ECTS)*

**First year exam**. Internal examination according to the Danish marking system

Examination form c: Written examination

*Academic Writing (5 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

*Corporate Journalism (5ECTS)*

**First year exam.** Internal examination according to the Danish marking system

Examination form c: Written examination

*Textual and Visual Semiotics (5 ECTS)*

Internal examination according to the Danish marking system

Examination form f: Written home assignment

*Multimodal Discourse Analysis (5 ECTS)*

**First year exam**. Internal examination according to the Danish marking system

Examination form f: Written home assignment

**Joint Course**

*Philosophy of Science and Research (5 ECTS)* Internal examination according to the Danish marking system

Examination form f: Written home assignment

**Electives**

The electives represent 30 ECTS credits. Detailed descriptions of elective subjects and exams are issued for one semester at a time and can be studied in the course catalogue on Study Portal – Language and Communication.

##### Bachelor’s thesis (20 ECTS)

External examination according to the Danish marking system

Examination form e: Oral examination based on a project report.

5.5 **Exam rules and regulations (pass/fail)**

The minimum grade for passing a course is 02. Each course has its own exam activity and the exams may be taken once a year with the possibility of retaking the exam within the current exam period if you fail the ordinary exam. The recommended semester for taking the exams can be seen in the overview in chapter 2. However, you have to be signed up for all first year exams the first time they are held (in May/June following your admission to the programme). In addition, you must pass all first year exams before expiry of your second year of study in order to continue your study programme. Graduation is achieved once all exams have been passed.

# Chapter 6

## EXEMPTIONS (CREDIT TRANSFER)

Students who have passed exams belonging under other study programmes but deemed to correspond in content to exams offered under the BAMMC programme will be able to apply for exemption from such exams under the BAMMC programme with the Board of Studies for Business Communication.

Such applications must be submitted to the Student Counsellor’s Office.

## APPLICATIONS FOR EXEMPTION FROM THE RULES AND

## REGULATIONS

Applications for exemptions from the rules and regulations of the Study Guide/Curriculum may be submitted to the Board of Studies for Business Communicationwho will then evaluate the circumstances of such applications on an individual basis and subsequently grant or deny them. Before deciding whether to submit such an application, we advise you to contact the Student Counsellor’s Office.

In this connection, it must be stressed that Aarhus University, Business and Social Sciences may only grant such exemptions to the extent that the Executive Orderfor the academic programmes allows for such exemptions.

# Chapter 7

## EFFECT

This curriculumis in effect for students beginning the programme 1 September 2011 or later.