

MACC: Overview of the 3rd Semester

The 3rd semester looks as follows:

Specialization profile or project-based study period (20 ECTS)	Elective(s) (10 ECTS)
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This document will tell you more about the specialization profiles and the project-based study period.

1. Specialization Profile

If you choose the specialization profile, you can choose one of the following profiles:

- **Integrated Marketing Communication**
- **Human Resource Communication**

Please note that each profile will only be offered, if a minimum number of students have registered. If a profile is not offered, those students who have chosen this profile, can choose between the other two profiles.

All profiles encompass coursework amounting to 20 ECTS and a portfolio exam with an oral exam in December/January 2016/17. You can find more information on the contents of the profiles, evaluation criteria, and exams in the AU course catalogue.

2. Project-Based Study Period

The project-based study period consists of an **educational stay/internship of at least 12 weeks** in an organization plus two to three seminars on campus in the course of the semester and a **portfolio exam** with an oral exam in December/January 2016/17. The focus of the seminars is on theoretical and methodological challenges in connection with knowledge generation in and for organizations. You can find more information on the evaluation criteria and exam requirements in the AU course catalogue.

The project-based study period has to relate to corporate communication in a broad sense, including but not limited to branding, crisis communication, change communication, CSR communication, employer branding, investor relations, stakeholder relations, marketing communication, and HR communication.

Prior to the internship, you and the host organization need to sign an **internship contract**, specifying:

- the **place** of the internship (e.g. communication department, HR department, marketing department, advertising agency)
- your **concrete tasks** (e.g. coordination, planning, implementation of communication processes)
- **theories** relevant for the exam portfolio (e.g. branding, crisis communication, change communication)

If you decide to do an internship lasting more than 12 weeks, please be aware of the following:

- This can have implications for your entitlement to governmental student support (SU). Questions in this regard can be addressed to the Student Counselling Office in Building 1484, Room 127.
- **Registration for the Master thesis:** As a consequence of the study progress reform, all students will be automatically registered for the MA thesis, starting on 1 February. Read more about the study progress reform at the following link:
<http://studerende.au.dk/en/studies/subject-portals/business-communication/the-study-progress-reform-aarhus-bss/>

3. Deadlines and Registration

May 1-10, 2016:

- You have to choose between a specialization profile and a project-based study period.
- If you choose the specialization profile, you also have to register for one of the profiles.

Registration takes place at <https://mit.au.dk/> (AU Self-service) or in person at Office L021, Tåsingegade 3, building 1443.

August 7, 2016:

If you choose the project-based study period, you have to hand in the internship contract (signed by you and the host organization) at Office L021, Tåsingegade 3, building 1443 by August 7 at the latest. The study administration will send the contract to the course responsible for the project-based study period for approval, who will return the contract to the study administration. You will then receive a copy of the approved contract.

4. Links

AU course catalogue: <http://kursuskatalog.au.dk/en/>

Internship contract: <http://studerende.au.dk/en/studies/subject-portals/business-communication/counselling/internship-master/corporate-communication/>

Thesis regulations and dates for thesis registration: <http://studerende.au.dk/en/studies/subject-portals/business-communication/bachelors-and-masters-thesis/masterthesis/>

If you have additional questions, please contact the study counselors:

<http://studerende.au.dk/en/studies/subject-portals/business-communication/counselling/the-student-counsellors-office/>