

## TABLE OF CONTENTS - BAMMC

<b>INTRODUCTION .....</b>	<b>2</b>
<b>WHO TO CONTACT .....</b>	<b>4</b>
<b>GENERAL INFORMATION ABOUT THE PROGRAMME .....</b>	<b>5</b>
<b>COURSE INTRODUCTIONS, <i>Core programme</i>.....</b>	<b>7</b>
<i>Communication</i> .....	7
<i>Business</i> .....	9
<i>Language</i> .....	10
<i>Joint Courses</i> .....	12
<b>ABOUT THE ELECTIVES.....</b>	<b>13</b>
<b>EXAMS.....</b>	<b>13</b>
<i>GENERAL RULES CONCERNING WRITTEN ASSIGNMENTS</i> .....	13
<i>STANDARD PAGE CONCEPT AND LENGTH OF PAPER</i> .....	13
<i>FIRST YEAR EXAM RULES</i> .....	13
<i>REMAINING EXAMS</i> .....	14
<i>INDIVIDUAL EXAMS/GROUP EXAMS</i> .....	14
<i>INDIVIDUAL WRITTEN EXAMS</i> .....	15
<i>PROJECT REPORTS AND WRITTEN HOME ASSIGNMENTS</i> .....	15
<i>PLAGIARISM</i> .....	15
<i>BA THESIS</i> .....	16
<i>RULES FOR THE USE OF PCs AT EXAMS</i> .....	17
<i>NUMBER OF EXAM ATTEMPTS</i> .....	17
<i>REGISTRATION AND CANCELLATION</i> .....	17
<i>ILLNESS, ETC.</i> .....	18
<i>SYLLABUS FOR RE-EXAMS</i> .....	19
<b>STUDYING ABROAD.....</b>	<b>20</b>
<b>ICT COURSES .....</b>	<b>21</b>

# INTRODUCTION

Dear BA students!

On behalf of the Board of Studies for Business Communication, I welcome you to the BA programme in Marketing and Management Communication (BA MMC) at Aarhus University, Business and Social Sciences.

The BA MMC is a multi-disciplinary programme, integrating language, communication and business economics. It provides you with the necessary tools for planning and carrying out tasks within communication, PR and marketing. You will be fully prepared for planning communication activities, campaigns and events, creating and editing web sites, writing press releases, reports, product presentations and company profiles.

The programme is prepared according to the executive order no. 814 of June 29th 2010 for academic programmes from the Danish Ministry of Science, Innovation and Higher Education. Based on this, the Vice Dean, Director of Education has approved the *curriculum*. The curriculum is available on the website of Business and Social Sciences via the Study portal at <http://studerende.au.dk/en/studies/subject-portals/business-communication/teaching-and-examination/>

This *study guide* contains general information about the study programme, rules and regulations, etc. Detailed course and exam descriptions can be found in the *course catalogue* which you can access via the Study portal.

The *class schedule* is available on the Study portal prior to the beginning of each semester and provides information on the number of classes, classrooms and professors for the individual courses. The *study plan* showing the teaching periods, exam periods and holidays is also available on the Study portal.

If you have specific questions concerning your programme, we recommend that you consult the *student counsellors* for this particular field of study. These counsellors are all older students who advise prospective and current students on all matters concerning the programme. The student counsellors will also be able to assist in questions regarding cases of exemptions, procedures for complaints, etc.

I hope we can meet all of your expectations for the programme, and that you will feel at home in your new environment and will be ready to face the challenges you will meet along the way.

Best regards,

The Director of Study

The Board of Studies for Business Communication

June 2012

# WHO TO CONTACT

There are many situations and contexts in which you will find yourself in contact with the administration. The offices which are most relevant to you are listed below:

## **Study Administration**

Building 1443, ground floor and 1st floor

## **Student Counselling**

The Nobel Park, building 1484, room 127

## **Department Secretaries (Department of Business Communication)**

The Nobel Park, building 1481 and 1483

## **State Education Grant Office**

The Information Center, Frederik Nielsens Vej 5

# GENERAL INFORMATION ABOUT THE PROGRAMME

The BA programme in Marketing and Management Communication has an estimated duration of 3 years, i.e. 1st through 6th semester.

The programme consists of compulsory courses, electives, and a BA thesis.

## OUTLINE OF SUGGESTED COURSE OF STUDY

Semester	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	
<b>Business</b>	Introductory Economics 5 ECTS <i>Written home assignment</i>		Marketing 10 ECTS <i>Written exam</i>	Organisational Behaviour 5 ECTS <i>Written exam</i>	<b>E<sup>2)</sup></b> <b>L</b> <b>E</b> <b>C</b> <b>T</b> <b>I</b> <b>V</b> <b>E</b> <b>S</b>		
	IT in Business 5 ECTS <i>Oral exam based on written home assignment</i>			Accounting 5 ECTS <i>Written exam</i>			
<b>Communication</b>		Organisational Communication 10 ECTS First year exam <sup>1)</sup> <i>Oral exam</i>	Public Relations 10 ECTS <i>Oral exam based on project report</i>	Cultural Theory and Analysis 5 ECTS <i>Written home assignment</i>			Project Management 10 ECTS <i>Written home assignment</i>
		Communication Theory and Reception Analysis 5 ECTS First year exam <sup>1)</sup> <i>Written home assignment</i>	Media 5 ECTS <i>Written home assignment</i>	Integrated Marketing Communication 10 ECTS <i>Oral exam</i>			
			Corporate Internet Rhetoric 5 ECTS <i>Written home assignment</i>	Knowledge Communication 5 ECTS <i>Written home assignment</i>			
<b>Language</b>	Basic English Grammar 5 ECTS <i>Written exam</i>	Communicative Grammar 5 ECTS First year exam <sup>1)</sup> <i>Written exam</i>					
	Academic Writing 5 ECTS <i>Written home assignment</i>	Corporate Journalism 5 ECTS First year exam <sup>1)</sup> <i>Written exam</i>					
	Textual and Visual Semiotics 5 ECTS	Multimodal Discourse Analysis 5 ECTS					

	<i>Written home assignment</i>	First year exam <sup>1)</sup> <i>Written home assignment</i>				
<b>Joint Courses</b>	Philosophy of Science and Research 5 ECTS <i>Written home assignment</i>					

Prior to each academic year, a plan is prepared for your BAMMC studies, which shows the teaching periods, exam periods and holidays. This study plan is available at [www.studerende.au.dk/bcom](http://www.studerende.au.dk/bcom) under Study portal/Language and Communication/Teaching and Examination.

<sup>1)</sup> You have to **be signed up for** the first year exams in the first May-June period after you have been accepted to the programme (i.e. at the end of the 2<sup>nd</sup> semester).

<sup>2)</sup> During the 5<sup>th</sup> semester students are required to take electives corresponding to 30 ECTS credits (please consult the website for electives at [www.studerende.au.dk/bcom](http://www.studerende.au.dk/bcom) under Study portal/Language and Communication/Teaching and Examination/Electives for further information).

# COURSE INTRODUCTIONS, *Core programme*

## Communication

### Course overview

SEM.	COURSES
1 <sup>st</sup>	
2 <sup>nd</sup>	Communication Theory and Reception Analysis (5 ECTS) Organisational Communication (10 ECTS)
3 <sup>rd</sup>	Media (5 ECTS) Public Relations (10 ECTS) Corporate Internet Rhetoric (5 ECTS)
4 <sup>th</sup>	Cultural Theory and Analysis (5 ECTS) Integrated Marketing Communication (10 ECTS) Knowledge Communication (5 ECTS)
5 <sup>th</sup>	
6 <sup>th</sup>	Project Management (10 ECTS) BA thesis (20 ECTS)

#### *Communication Theory and Reception Analysis*

This course provides you 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.

#### *Organisational Communication*

The course provides you with theoretical insight into the internal communicative requirements of organisations and with the competences needed to undertake specific internal communication tasks.

### *Media*

This course gives you basic insight into the linguistic and communicative characteristics of selected media and media systems. Moreover, you will acquire knowledge of various theories concerning the social roles and functions of mediated communication.

### *Public Relations*

The purpose of the course is to provide you with knowledge and an understanding of relevant public relations theories and practices in national and international organisations and to develop your public relations communication practices.

### *Cultural Theory and Analysis*

This course increases your awareness of culture and cultural differences in business communication. You will obtain tools for analysing culture, thereby enabling you to identify, understand and not least manage cultural differences in concrete situations.

### *Integrated Marketing Communication*

This course imparts knowledge of the basic principles of international marketing management and communication. In addition, you will get hands-on experience with preparing and editing international advertising and marketing campaigns.

### *Corporate Internet Rhetoric*

The focus of this course is on understanding theoretical perspectives on the Internet and using the theory as a basis for proposing technology-based solutions for a client, e.g. (re)designing web sites, creating PR campaigns using Internet capabilities.

### *Knowledge Communication*

This course focuses on how to communicate highly specialised knowledge to a different set of audiences with little or no prior knowledge of the subject presented.

### *Project Management*

This course introduces project management and provides practical experience through relevant exercises covering the processes of project conception, planning and implementation. You will learn how to analyse the structure of a project as regards project goals and coordinating these with the communicative processes in the project.

Detailed course and exam descriptions can be seen in the course catalogue on the Study portal.

## Business

### Course overview

SEM.	COURSES
1 <sup>st</sup>	Introductory Economics (5 ECTS) IT in Business (5 ECTS)
2 <sup>nd</sup>	
3 <sup>rd</sup>	Marketing (10 ECTS)
4 <sup>th</sup>	Organisational Behaviour (5 ECTS) Accounting (5 ECTS)
5 <sup>th</sup>	
6 <sup>th</sup>	

#### *Introductory Economics*

This course provides you with a basic knowledge of important economic principles.

#### *IT in Business*

This course gives you a basic understanding of concepts and solutions implicated in the application of IT in companies and enables you to understand the information systems as well as the operating tasks these systems support in a company.

#### *Marketing*

This course covers various managerial topics, ranging from segmentation to distribution of products and services within traditional as well as new areas such as e-commerce.

#### *Organisational Behaviour*

This course provides you with insight into the basic principles, practices and problems of organisational behaviour. Consequently, you will acquire knowledge about areas such as leadership, motivation, group processes and organisational structure and culture.

#### *Accounting*

This course gives you insights into management accounting theory and applied tools in the field. You will learn how 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.

Detailed course and exam descriptions can be seen in the course catalogue on the Study portal.

# Language

## Course overview

SEM.	COURSES
1 <sup>st</sup>	Basic English Grammar (5 ECTS) Academic Writing (5 ECTS) Textual and Visual Semiotics (5 ECTS)
2 <sup>nd</sup>	Communicative Grammar (5 ECTS) Corporate Journalism (5 ECTS) Multimodal Discourse Analysis (5 ECTS)
3 <sup>rd</sup>	
4 <sup>th</sup>	
5 <sup>th</sup>	
6 <sup>th</sup>	

### *Basic English Grammar*

This course provides you with a solid foundation for analysing English sentences and accounting for sentence-analytical issues. You will be familiar with basic grammatical concepts and grammatical terminology.

### *Academic Writing*

This course provides you 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 you to develop your skills so that you can analyse and evaluate printed and electronic multimodal English-medium publications and advertising material from or about international companies and organizations. You 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 you obtain a thorough command of English grammar, enhancing your understanding of the English language. The course enables you to produce written and spoken texts adapted to specific target audiences and communication situations within the global market place.

### *Corporate Journalism*

The course provides you 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 you with skills enabling you 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 they appear. You will be well versed in how to use genre theory and discourse strategies in text production and reception.

Detailed course and exam descriptions can be seen in the course catalogue on the Study portal.

## Joint Courses

### Course overview

SEM.	COURSES
1st	Philosophy of Science and Research (5 ECTS)

#### *Philosophy of Science and Research*

This subject provides you with an introduction to current views on scientific method as well as basic concepts and theories of scientific method that are particularly relevant to business, language, and communication. You acquire knowledge of critical thinking and scientific and valid argumentation. You are trained in argumentation and critical reflection based on various scientific theories and methods.

Detailed course and exam descriptions can be seen in the course catalogue on the Study portal.

## **ABOUT THE ELECTIVES**

During your studies, you must take electives corresponding to 30 ECTS credits. You may choose courses within Communication, Business and Language. NOTE: If you want to follow the Master of Arts in International Business Communication Programme (cand.ling.merc. i engelsk) at the Department of Business Communication, all electives (30 ECTS) **must** be within Language.

You can find more detailed information about electives at [www.studerende.au.dk/bcom](http://www.studerende.au.dk/bcom) under Study portal/Language and Communication/Teaching and Examination/Teaching/Electives.

## **EXAMS**

### **GENERAL RULES CONCERNING WRITTEN ASSIGNMENTS**

The assessment of all major written assignments includes an assessment of language proficiency and power of exposition. See the course and exam descriptions for the individual courses for details about specific requirements with regard to language proficiency and power of exposition.

### **STANDARD PAGE CONCEPT AND LENGTH OF PAPER**

In the exam descriptions, the concept of a *standard page* is used. A standard page is defined as 2,200 characters excluding spaces.

In written assignments and reports, the length of the paper excludes table of contents, bibliography, appendices and summary but includes notes (both endnotes and footnotes) together with figures, models, etc.

The number of characters must be indicated in the exam papers.

### **FIRST YEAR EXAM RULES**

The first year exam consists of the exams of the programme's 2nd semester. You have to be signed up for these exams in the first May-June period following your admission to the programme. The first-year exam as a whole is regarded as having been passed when each of the five exams of the 2nd semester have been passed.

Passing requires the grade of 02 or higher.

Exams in which the grade of 02 or higher has been achieved cannot be re-taken.

If you have not passed one or more of the first year exams in May/June of your first year, you may re-take these exams in August of the same year. You have altogether three (3) attempts, so you may also sit these exams in May/June of the following year. If you have not already done so in the first year, you may re-take the exams in August of the second year, thereby using your third attempt.

You must pass the first year exams within two years after you have been accepted into the programme.

If you have not passed the first year exams, you are encouraged to contact your teacher (or internal examiner) for advice on how to proceed (one meeting).

## **REMAINING EXAMS**

You may schedule the remaining exams of the programme according to your own wishes.

The suggested scheduling of exams is outlined in the section General Information about the Programme. You can sit the exams once a year with the possibility of re-taking the exams in the same exam period.

The exam forms at re-exams are not necessarily the same as in previous exams. For instance, the relevant department may decide to hold oral exams instead of written exams if very few students have registered for the exam by the deadline for registering.

Passing an exam requires the grade of 02 or higher. In those exams where two grades are given the exam is passed based on a weighted average of the two grades. The weighting of the grades is described in the exam description.

Exams in which a grade of 02 or higher has been achieved cannot be re-taken.

## **INDIVIDUAL EXAMS/GROUP EXAMS**

All oral exams are taken individually. Written exams can be either individual or group exams. The student is always entitled to handing in an individual paper.

Evaluation of individual and group exams is based on the student's individual performance. In written group exams, the individual student's contribution must be clearly specified.

## **INDIVIDUAL WRITTEN EXAMS**

Individual written exams must at all times be prepared independently. Even if students are encouraged to work out solutions in groups during class, group work during exams is not allowed.

## **PROJECT REPORTS AND WRITTEN HOME ASSIGNMENTS**

### **Handing-in**

Project reports and written home assignments are to be handed in in 3 copies at the Department of Business Communication at the location stated in the exam schedule (however, for BA thesis, see below).

NOTE: 12 hour home assignments are to be handed in electronically.

Deadlines for submission of written papers and projects will be announced via your exam schedule.

All copies of the written paper or project must have a relevant standardised cover page which can be found on the Study portal.

### **Individualisation of written group assignments/projects**

It must clearly appear from written group assignments/projects which student has composed and has special responsibility for the individual chapters and larger sub chapters. The individualisation must take place by indicating the student's name in the table of contents.

The introduction, problem statement, scope etc. of the assignment/project together with the final discussion and conclusion are regarded as composed in unison by the group and should not be individualised.

By the oral defence of group assignments/projects the students will have a common responsibility for the entire assignment/project. All members of the group are expected to have a thorough knowledge of all chapters in the assignment/project regardless whether the chapters are individualised or composed in unison. The student responsible for an individualised chapter or sub chapter is expected to have a detailed insight in the chapter/chapters and should be able to account thoroughly for the contents of the chapter.

## **PLAGIARISM**

Further information is available on the Study portal.

In connection with (project) reports, examiners may require students to submit an electronic version of their report with a view to checking for plagiarism. The details for submission of the electronic

version, including the media (CD-ROM, memory stick, attachment), must be agreed upon by the examiner and the student, and the student should submit the electronic version directly to the examiner. In the event of discrepancies between the hard copy and the electronic version, the hard copy of the report shall have legal validity, while the electronic version is submitted for the purpose of checking only.

## **BA THESIS**

- Students must register for the BA project by 1 October at the latest if the project is submitted in May and by 1 July at the latest if the project is submitted in December.
- During the 4<sup>th</sup> and 5<sup>th</sup> semester (and at the beginning of the 6<sup>th</sup> semester for students studying abroad in their 5<sup>th</sup> semester), a number of meetings are held in preparation for the BA project. These meetings are followed by individually scheduled group meetings with the supervisor.
- The form concerning choice of topic must be submitted to the Department of Business Communication by 1 December at the latest if the project is to be submitted in May and by 15 August at the latest if the project is to be submitted in December. The form is available from the department secretary or can be downloaded from the Study portal.
- A supervisor is appointed by the department.  
Students carrying out projects on the same or related topics may be placed in groups with one supervisor per group.
- The appointment of supervisors is announced by 15 January for projects to be submitted in May and by 1 September for projects to be submitted in December.
- Approval of the project outline is agreed with the supervisor in accordance with the departmental guidelines.
- The project (in two copies together with a receipt for uploading it to [theses@asb.dk](mailto:theses@asb.dk).) must be submitted to the Study Administration at the beginning of May/December. The exact date and room will be stated in the Exam Schedule.

## **RULES FOR THE USE OF PCs AT EXAMS**

### *Written attendance exams*

The rules are available at [www.studerende.au.dk/bcom](http://www.studerende.au.dk/bcom) under Study portal/Language and Communication/Teaching and Examination/Examination/Guidelines for the use of PC at exams.

### *Oral exams*

#### A. Rules applying to the use of *PowerPoint presentations* (prepared at home)

1. It is a main rule that the use of a PC must not prolong the duration of the exam set forth in the exam descriptions.
2. Technical Support will log in and make sure the technical appliances are in full function for the exam.
3. Technical Support will have a supporter on call for the exam in the event that unforeseen technical difficulties occur. The supporter may be called upon in scheduled breaks during the exam and solve technical problems.
4. The student must bring his/her own CD-Rom or memory stick containing the presentation.
5. The student will install the CD-Rom or memory stick.
6. The student should bring transparencies to replace the presentation in case of technical difficulties.
7. Additional examination time will not be given in the event of technical difficulties or installation problems. Instead the student should use transparencies.

#### B. Rules applying to the use of PCs at *oral exams with preparation time* (in the preparation room)

The rules are available at [www.studerende.au.dk/bcom](http://www.studerende.au.dk/bcom) under Study portal/Language and Communication/Teaching and Examination/Examination/Guidelines for the use of PC at exams.

## **NUMBER OF EXAM ATTEMPTS**

Students may only attempt at taking each exam three times, this includes handing in project reports and home assignments. Only under very special circumstances will the Study Committee allow a fourth attempt.

## **REGISTRATION AND CANCELLATION**

You are automatically registered for your first exam attempt for exams taking place in connection with or at the end of the semester in which a given course module has been run. If you need to re-take an exam, you can only do so in the same or in a subsequent exam period after having registered for these exams.

It is your duty to check that you exam registration has been correctly listed. In case of error in the registration, you must contact the Central Registry before the deadline mentioned below. If the error has not been amended before that deadline, you will be listed as not having registered for the exam on time.

If you wish to de-register from an exam, you can do so before the deadline mentioned below. If you have been registered and not de-registered before the deadline in question, your registration counts as an exam attempt. This also applies to exams where the registration is automatic.

The deadlines are as follows:

Deadline for de-registration	At the latest, a week before the exam, or a week before the submission of a project or a home assignment. In course modules with continuous assessment, de-registration must take place before the beginning of the course module.
Deadline for checking correct registration (applies to both automatic and individual registration)	At the beginning of March/October

## **ILLNESS, ETC.**

If a student is unable to take an exam, complete a project or written paper due to illness or other matters of that nature, the Study Committee may, based on a written application from the student, grant permission to late cancellation of the student's exam registration.

In case you are granted permission to de-register from an exam because of illness, you have the right to sit the exam or hand in the exam paper or project at a later date in the same exam period in compliance with the rules that apply to re-taking exams in the same exam period.

When requesting permission to postpone an exam due to illness, students are required to provide a written doctor's note as confirmation. On the day of the exam or of the submission of a written paper, students must contact the doctor personally and have him/her write and date the doctor's note so that it covers the day or period during which the exam is supposed to take place.

## **SYLLABUS FOR RE-EXAMS**

You have the right to sit the exams with the same syllabus as in the first attempt if you re-take the exams during the first two options, i.e. if you re-take the exam in the same exam period or in the following exam period. Minor adjustments and updates for the syllabus are not considered changing the syllabus and therefore may occur. It is the student's responsibility to contact the teacher and gather information about adjustments to the syllabus.

## STUDYING ABROAD

Aarhus University is part of an international network of universities offering exchange places for students for one semester (5<sup>th</sup> semester).

Students who choose to study at one of these universities normally do not have to pay university fees, while also being entitled to receive grants under Danish State Education Grant and Loan Scheme (SU) during their study abroad. Furthermore, a number of travel grants are available from Aarhus University, and students can also apply for a number of private grants.

Each year, a number of information meetings are organised for all language and communication students who want to make use of this opportunity. For further information on studying abroad, visit the Study Portal.

**The deadline for applying for exchange places in the fall of 2014 is February 2014.**

# ICT COURSES

In connection with your studies, your participation in class, solving problems or writing (exam) papers, you will need to use different ICT applications (software).

You will be offered a set of short courses in order to support your work during your studies as well as your future job functions. The courses are organised as a combination of theory and practice with focus on hand-on tasks relevant to working with the areas of language and communication.

You may participate in these courses after you have registered online. In this way you can place these courses at a time that suits you and does not overlap with your other courses.

The plan below is expected to be valid until the summer 2013:

<b>Course</b>	<b>Semester</b>
PowerPoint	1 <sup>st</sup> semester
Photoshop	1 <sup>st</sup> semester
Desk Top Publishing	2 <sup>nd</sup> semester
Spreadsheet	2 <sup>nd</sup> semester
Web design	3 <sup>rd</sup> semester

Detailed course descriptions will be published in the online course catalogue.