

CURRICULUM

CURRICULUM AS OF 1 SEPTEMBER 2009

*FOR THE INTERNATIONAL BACHELOR'S PROGRAMME IN MARKETING AND
MANAGEMENT COMMUNICATION AT THE AARHUS SCHOOL OF BUSINESS, UNIVERSITY
OF AARHUS*

The curriculum is prepared according to the executive order for academic programmes no. 338 of May 6th 2004. It has been indorsed by the Vice-Dean, Director of Education.

TABLE OF CONTENTS

CHAPTER 1	3
<i>OBJECTIVE</i>	3
CHAPTER 2	6
<i>PROGRAMME STRUCTURE</i>	6
CHAPTER 3	9
<i>CONTENTS</i>	9
CHAPTER 4	13
<i>TEACHING METHODS</i>	13
CHAPTER 5	14
<i>EXAMINATION</i>	14
CHAPTER 6	18
<i>EXEMPTIONS (CREDIT TRANSFER)</i>	18
<i>APPLICATIONS FOR EXEMPTION FROM THE RULES AND REGULATIONS</i>	18
CHAPTER 7	19
<i>EFFECT</i>	19

Chapter 1

OBJECTIVE

1.1 The objective of this Bachelor's Programme in Marketing and Management Communication is:

- to enable students to co-ordinate and carry out communication tasks in English in international companies and organisations, individually and in teams.
- to enable students to use the scientific and subject related methods that form the basis of advanced studies within Marketing and Management Communication.

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

- communication
- business
- language

(a) Knowledge about:

Communication

fundamental theories and methods within:

- organisational communication and Public Relations
- integrated marketing communication
- communication theory and reception analysis
- media
- cultural theory and analysis
- discourse analysis

Business

fundamental theories and methods within:

- organisational behaviour and HRM (Human Resource Management)
- corporations' decision-making processes
- financial management principles
- marketing and consumer behaviour

Language

fundamental theories and methods within:

- communicative grammar and textual analysis
- written communication in a business environment

(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
- analyse and plan product and image campaigns

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

1.3 In the 5th semester, elective subjects are offered within the subject areas forming parts of the study programme. The choice of elective subjects is determined each year by the study committee.

1.4 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
- 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 120 ECTS credits:

Communication

- Textual and Visual Semiotics (5 ECTS credits)
- Organisational Communication (10 ECTS credits)
- Discourse Analysis (5 ECTS credits)
- Communication Theory and Reception Analysis (5 ECTS credits)
- Media (5 ECTS credits)
- Public Relations (10 ECTS credits)
- Cultural Theory and Analysis (5 ECTS credits)
- Integrated Marketing Communication (10 ECTS credits)

Business

- Introductory Economics (5 ECTS credits)
- Marketing (10 ECTS credits)
- Organisational Behaviour (5 ECTS credits)
- Accounting (5 ECTS credits)
- Project Management (10 ECTS credits)

Language

- Basic English Grammar (5 ECTS credits)
- Communicative Grammar (5 ECTS credits)
- Academic Writing (5 ECTS credits)
- Corporate Journalism (5 ECTS credits)
- Corporate Internet Rhetoric (5 ECTS credits)
- Scientific Corporate Communication (5 ECTS credits)

2.2 The remaining compulsory courses represent 10 ECTS credits:

- Introduction to Business Organisations (5 ECTS credits)
- Theory of Scientific Method (5 ECTS credits)

Electives

2.3 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 preapproved by the Study Committee.

Students wishing to carry on studying under the MA in LSP study programme (cand.ling.merc. in English) must choose 20 out of 30 ECTS within language.

Bachelor's thesis

2.4 The bachelor's thesis represents 20 ECTS credits.

2.5 The programme courses are scheduled as follows:

Semester	1 st	2nd	3rd	4th	5th	6th
Business	Introductory Economics 5 ECTS		Marketing 10 ECTS	Organisational Behaviour 5 ECTS	E L E C T I V E S	Project Management 10 ECTS
				Accounting 5 ECTS		
Communi- Cation	Textual and Visual Semiotics 5 ECTS	Organisational Communication 10 ECTS	Public Relations 10 ECTS	Cultural Theory and Analysis 5 ECTS		Bachelor's thesis 20 ECTS
		Communication Theory and Reception Analysis 5 ECTS	Media 5 ECTS			
		Discourse Analysis 5 ECTS		Integrated Marketing Communication 10 ECTS		
Language	Basic English Grammar 5 ECTS	Communicative Grammar 5 ECTS	Corporate Inter-net Rhetoric 5 ECTS	Scientific Corporate Communication 5 ECTS		
	Academic Writing 5 ECTS	Corporate Journalism 5 ECTS				
Joint Courses	Theory of Scientific Methods 5 ECTS					
	Introduction to Business Organisations 5 ECTS					

Chapter 3

CONTENTS

3.1 Communication

The objective of the course 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.

To meet this, objective students must acquire basic knowledge on:

- organisational communication and public relations
- integrated marketing communication
- communication theory and reception analysis
- media
- cultural theory and analysis
- discourse analysis

Organisational Communication and Public Relations

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

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.

Semiotics and Discourse Analysis

Objective: To give students tools for analysing and evaluating printed and electronic discourse material. Students will get insight into how discourse analysis and semiotics are used in multi-modal analysis of texts and pictures.

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.

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.

To meet this objective, students must acquire basic knowledge on:

- marketing
- project management
- organisational behaviour
- management accounting
- introductory economics

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.

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).

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

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.

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.

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.

To achieve this, students will learn the methodological tools needed to acquire the following skills:

- communicative grammar
- written and oral communication

Communicative Grammar

Objective: To teach students how to use grammatical structures appropriately in any given communication context. Students will learn to use grammatical terminology, basic sentence analysis, communicative grammar and basic text grammar and textual analysis.

Written and Oral Communication in a Business Environment

Objective: To train students in a communicative practice based on skills acquired in the courses of the programme. Students learn to use theoretical methods in order to produce written and oral texts with the use of appropriate textual and visual strategies upholding the conventions of genre, medium and communication context. Moreover, students learn to produce oral texts based on personal communication skills including the use of presentation techniques.

Joint Courses

- introduction to business organisations
- theory of scientific method

Introduction to Business Organisations

Objective: To provide students with a basic knowledge and understanding of the macro and micro structure and functioning of business organisations in a global environment.

Theory of Scientific Methods

Objective: 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 within *Communication*, *Business* and *Language* are held in English. Please consult the study guide for specific details.

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

Chapter 5

EXAMINATION

5.1 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, Technology and Innovation.

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 programme consists of the following exams:

Communication

Textual and Visual Semiotics (5 ECTS)

Internal examination according to the Danish marking system

Examination form: 12-hour written home assignment

Discourse Analysis (5 ECTS)

Screening exam. Internal examination according to the Danish marking system

Examination form: 12-hour written home assignment

Communication Theory and Reception Analysis (5 ECTS)

Screening exam. Internal examination according to the Danish marking system

Examination form: Written home assignment

Organisational Communication (10 ECTS)

Screening exam. External examination according to the Danish marking system

Examination form: Oral examination based on a project report

Media (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Written home assignment

Public Relations (10 ECTS)

External examination according to the Danish marking system

Examination form: Oral examination based on a project report

Cultural Theory and Analysis (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Written home assignment

Integrated Marketing Communication (10 ECTS)

External examination according to the Danish marking system

Examination form: Oral examination

Business

Introductory Economics (5 ECTS)

Internal examination according to the Danish marking system

Examination form: 12-hour written home assignment

Marketing (10 ECTS)

Internal examination according to the Danish marking system

Examination form: Written examination

Organisational Behaviour (5 ECTS)

External examination according to the Danish marking system

Examination form: Written home assignment

Accounting (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Written examination

Project Management (10 ECTS)

Internal examination according to the Danish marking system

Examination form: Written home assignment

Language

Basic English Grammar (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Written examination

Communicative Grammar (5 ECTS)

Screening exam. Internal examination according to the Danish marking system

Examination form: Written examination

Academic Writing (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Report

Corporate Journalism (5ECTS)

Screening exam. Internal examination according to the Danish marking system

Examination form: Written examination

Corporate Internet Rhetoric (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Oral examination

Scientific Corporate Communication (5 ECTS)

External examination according to the Danish marking system

Examination form: Written home assignment

Joint Courses

Introduction to Business Organisations (5 ECTS)

Internal examination according to the Danish marking system

Examination form: Oral examination

Theory of Scientific Methods (5 ECTS)

Internal examination according to the Danish marking system

Examination form: 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 CampusNet.

Bachelor's thesis (20 ECTS)

External examination according to the Danish marking system

Examination form: Oral examination based on a project report and examination in oral communication.

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 time for taking the exams can be seen in the overview in chapter 2. However, all screening exams **must** be taken within 1 year of beginning your study programme. In addition, you must pass all screening 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 Study Committee for Undergraduate Programmes within Language and 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 Study Committee for Undergraduate Programmes within Language and Business Communication who 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 ASB, University of Aarhus, may only grant such exemptions to the extent that the Executive Order for the academic programmes allows for such exemptions.

Chapter 7

EFFECT

This curriculum is in effect for students beginning the programme 1 September 2009.

Opdateret 01.12.2009