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### Preface

Welcome to the Master of Arts in International Business Communication programme at the Aarhus School of Business. The master programme is governed by the Executive Order on Bachelor and Master Degrees issued by the Danish Ministry of Science, Technology and Innovation (no. 338 of 6 May 2004 *Bekendtgørelse om bachelor- og kandidatuddannelser ved universiteterne*). The programme lasts two-years and includes a thesis.

The purpose of the programme is:

- To expand students' theoretical and practical knowledge of corporate communication and related skills, i.e. skills within all communication types involving private or public companies, organisations and institutions as senders, recipients or subjects of such communication.
- To provide students with the qualifications needed to undertake – individually and/or in collaboration with others – relevant functions within corporate communication at a strategic and/or operational level

in private or public companies, organisations and institutions on the basis of the knowledge and skills acquired.

- To provide students with the qualifications needed to carry out scientific research.

The Study Committee for Master Programmes at the Department of Language and Business Communication (*Kandidatstudienævnet for Sprog og Erhvervskommunikation*) is responsible for the organisation, contents and planning of the programme. The Study Committee is also responsible for the programme's quality and academic breadth and depth.

The Study Committee for Master Programmes at the Department of Language and Business Communication, June 2006.

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## Presentation of information material about the study programme

The Study Committee for Master Programmes at the Department of Language and Business Communication, as part of its activities, publishes a variety of information material about the study programme which you may find useful in connection with the planning and completion of your studies. This material includes:

*a curriculum*

*a study guide*

*a course catalogue*

The *curriculum* is a *legal* document describing the exams which must be passed and the academic requirements which must be met in order to pass the exams.

The curriculum is included towards the back of the student handbook.

The *study guide* describes the various subjects taught as part of the programme and provides information about a range of academic and practical aspects.

The *course catalogue* is available on CampusNet via Study Information.

CampusNet is the Aarhus School of Business' web-based and interactive communication tool. In the course catalogue on CampusNet you can find descriptions of the various subjects offered as part of the study programme.

## **Map of the school**

## Presentation of the administration

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

The **Central Registry (B wing)** deals with admissions, exam registrations etc.

The **Student Counsellors' Office, Language and Business Communication (B wing)**, offers advice about admission to study programmes, planning your studies, etc. In addition, the office receives exemption applications and exam complaints. The Director of Study, whose office is in the L building, may also be contacted.

The **Secretariat for the Study Committees (B wing)** receives requests for consideration by the Study Committee.

The **Planning Office (entrance hall)** primarily prepares timetables and exam schedules, communicates cancellations and compensatory lessons and is responsible for room bookings.

The **State Education Grant Office (B wing)** handles applications for student grants.

The **Department Secretaries (L building)** arrange contact to individual lecturers etc.

The **International Office (B wing)** provides information about exchange programmes etc.

The Study Committee for Master Programmes and the Director of Study are responsible for the master programmes. The Study Committee for Master Programmes consists of five representatives of teaching staff and five student representatives. One of the teaching staff representatives is elected Director of Study. The deputy chairman of the Study Committee is elected among the Committee's student members.

# General information about the Master of Arts in International Business Communication programme

The Master of Arts in International Business Communication programme focuses on the strategic management of communication processes.

The *first semester* includes Corporate Communication I, Stakeholder Relations and Strategic Management in Organisations.

The *second semester* includes Corporate Communication II as well as two elective subjects. You may choose these from the elective subjects offered under the master programme, or you may choose an elective subject within the fields of, e.g., business administration or language offered under another master programme at the Aarhus School of Business or at another institution of higher education.

In the *third semester* you must choose between two profiles:

### **Integrated Marketing Communication and Public Relations Profile**

The purpose of the profile is to provide you with theoretical and practical in-

sight into the types of strategic corporate communication used in connection with integrated marketing communication and public relations in private companies not included in the basic programme. Profile topics include new types of marketing such as trend management and experiential marketing or marketing in relation to particular segments such as senior marketing.

### **Global Communication in a Corporate Perspective Profile**

The purpose of this profile is to provide you with the theoretical and practical insight into the types of strategic corporate communication used in the organisations' communication with foreign stakeholders (customers, suppliers, subsidiaries, international authorities, international NGO's, international media, etc.) in terms of marketing, Public Relations and corporate branding in a multi-cultural environment. Within the framework of globalisation and network society the teaching focuses on how organisations handle situations such as change management and change communication, value commu-

nication, the complex of local/global marketing, corporate reputation, issues management on the international arena.

During the *fourth and last semester* of the programme you must write your thesis. The topic of the thesis must relate to corporate communication in a wide sense of the concept, including the organisational, socio-economic or global context.

## Study programme structure

The Master of Arts in International Business Communication programme consists of eight exams, including a thesis. Five of the eight exams are taken within the basic part of the study programme which is obligatory for all

students following the programme. Two of the eight exams are taken within the profiling part of the study programme. The thesis is obligatory for all students.

The figure below provides an overview of the study programme's structure.

### Semester overview

<b>1<sup>st</sup> semester</b>	<b>2<sup>nd</sup> semester</b>	<b>3<sup>rd</sup> semester</b>	<b>4<sup>th</sup> semester</b>
<ul style="list-style-type: none"> <li>- Corporate Communication I</li> <li>- Stakeholder Relations</li> <li>- Strategic Management of Organisations</li> </ul>	<ul style="list-style-type: none"> <li>- Corporate Communication II</li> <li>- 2 electives</li> </ul>	<ul style="list-style-type: none"> <li>-Scientific Methods</li> <li>Profiles:                             <ul style="list-style-type: none"> <li>- Integrated Marketing Communication and Public Relations</li> <li>- Global Communication in a Corporate Perspective</li> <li>- (Internship)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Thesis</li> </ul>

## Exam overview

1 <sup>st</sup> semester	2 <sup>nd</sup> semester	3 <sup>rd</sup> semester	4 <sup>th</sup> semester
Project Report with Oral Defense (Exam 1)	Project Report with Oral Defense (Exam 3)	Written home assignment (Exam 6a-b)	Thesis on an Optional Topic with Oral Defense (Exam 8)
Oral exam (Exam 2)	Continuous assessment (Exam 4-5)	Oral Exam (Exam 7a-b)	

**Exam types**

The study programme includes five different exam types:

- a) An oral exam based on a syllabus with a set of predefined questions
- b) A written home assignment on either an optional or a set topic for which a paper is produced
- c) A project report with an oral defence on an optional topic for which you produce a report to be defended at an oral exam
- d) Continuous assessment (based on optional or set assignments) involving the assessment of your active participation and regular attendance of classes (min. 80 per cent) as well as the assessment of one or more written and/or orally presented assignments

e) Thesis with oral defence.

**Thesis**

The purpose of the thesis is to provide you with an opportunity to explore independently and on the basis of scientific method and theory a carefully delimited topic within the disciplines covered by the study programme.

The thesis is a written assignment of 50-80 standard pages (2,200 characters (no spaces)) in length. The thesis is written in English. Permission to exceed the maximum length may be granted by the supervisor on the basis of an application stating in detail the reasons for such application. The topic of the thesis must be approved by the section coordinator who also is respon-

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sible for providing the necessary supervision (assigning a supervisor).

The thesis may be prepared as a group thesis provided that the contributions of individual students are clearly identifiable.

Theses are defended through an individual oral examination.

The thesis must be submitted to the Central Registry.

## E-learning

E-learning, i.e. IT-supported teaching and learning, is becoming an increasingly integrated part of the studies at the Department of Language and Business Communication. Communication between the administration and students, between students and lecturers and between students is now to a large extent IT-based. In many courses, the teaching itself is supported by information and communication technology.

At the *Learning Resource Centre* (LRC), located in the D wing, there are about 70 PCs available to students. We recommend that you buy your own PC, preferably with Internet access, for home use, but if you only want to work on the computers at the Aarhus School of Business, there is 24-hour access to the LRC.

We expect you to be familiar with Microsoft Office suite, in particular Word, and the Internet, i.e. surfing the web, sending e-mails (with attachments), downloading etc.

In return, you can expect your lecturers to actively include IT in tutorials and

lectures.

The Internet plays a natural role in information retrieval in practically all courses. Projects or seminar papers can in most cases be presented as PowerPoint presentations or websites. Programs other than those mentioned here will be introduced either via web courses or via actual user courses.

On the Internet or library website, you can find a link to the information platform constructed and maintained by the library at the Aarhus School of Business. On this website you can find electronic dictionaries, various other reference books, information on strategies for web searches and evaluations of Internet resources, study assistance and much more. The library at the Aarhus School of Business and the Institute of Language and Business Communication work closely together in many areas and continuously develop new concepts for learning and knowledge-sharing which you will not only benefit from during your studies, but also later on in the job market.

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The LRC has a support team to help students make the best possible use of the technology available. Via the Internet or the Aarhus School of Business website you can find links to lecturers' websites and other practical information.

E-learning is a tool designed to improve your study programme. It provides you with considerable flexibility, allowing you to study wherever you might be, whatever the time of day. In addition, it provides quick access to the material and information needed as well as easy access and contact to lecturers and fellow students.

## Practical information

### Admission

To be admitted to the Master of Arts in International Business Communication programme, you must hold a bachelor degree awarded for completing a study programme which comprises elements within communication on a scale corresponding to, e.g., the Bachelor in Marketing and Management Communication or the Bachelor in Language and Communication programme offered by the Aarhus School of Business. Bachelors with at least 60 ECTS for communication elements and sufficient English proficiency level may apply.

### Course registration

The Registrar link on CampusNet provides access to the Registrar's Office Online service where you can register for courses. The registration deadline for courses offered in the spring is *November 15<sup>th</sup> at the latest* and *May 15<sup>th</sup> at the latest* for courses offered in the fall.

### Exam registration and deregistration

You can only sit for an exam if you have registered for it. This, however,

does not apply in relation to the thesis. Registration takes place via the Central Registry (B wing) *by October 1<sup>st</sup> at the latest* for the winter exams and *by March 1<sup>st</sup> at the latest* for the summer exams.

You can register for exams via the Registrar's Office Online service. You can also register in writing by contacting the Central Registry where the relevant form is filled-out and handed in. It is your own responsibility to check that you have registered correctly. The Central Registry must be notified of any registration errors prior to the deadline stated in the study guide for checking the registration. In the event that the error has not been corrected before the deadline expires, you will be considered as not having registered for the exam in due time.

Should you regret having registered for an exam, it is possible to deregister up to **14 days prior to the date of the exam**. If you have registered for an exam without having deregistered again in due time, your registration always counts as one exam attempt. You can deregister by contacting the Central

Registry or via the Registrar link to the Registrar's Office Online service on CampusNet.

### **Thesis registration form**

When commencing your thesis, you must submit a thesis registration form to the Communication Section. The form includes information about the working title of the thesis, the name of your supervisor and the expected date for handing in the thesis. The form can be obtained from and should be submitted to the department secretaries (L building).

### **The use of PC in connection with oral exams**

The following rules apply to the use of PowerPoint presentations during oral exams:

- The general rule is that the use of a PC should not cause an extension of the time allocated for the exam in the exam description.
- Technical Support ensures that the technical equipment is working at the start of the exam and that login has been performed.
- Technical Support provides an on-call service for individual exam dates. The person on call can be

called in during planned breaks in the exam to correct errors in the technical equipment.

- You bring the presentation with you on a diskette, CD-ROM or USB-device
- You must install the diskette/CD-ROM/USB yourself.
- You must bring transparencies to replace the PowerPoint presentation in case of technical problems if the correction of such problems will delay the start of the exam.

No additional time is allowed in case of technical errors with the equipment or in case of problems with installing diskettes which are used instead of transparencies.

### **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 always be completed independently. Although students are regularly encouraged by their lecturers to work on papers together for pedagogical reasons, group work during individual exams is not allowed.

#### *Declaration*

In connection with individual written exams, the paper must include a written declaration to the effect that the paper has been completed in accordance with the exam rules set out in the study guide/curriculum and that the requirement for independent completion of the paper has been met.

The wording of the declaration will appear from the exam paper and must be printed and signed by the student when handing in the paper. Students submitting their exam papers electronically enter their signature digitally. If you fail to print and sign the declaration as part of your exam paper, you may be called in for an interview with your lecturer.

### **Unsuitable sources in connection with a test**

You are encouraged to report to the lecturer or the department secretaries

(L building) immediately if during an exam you discover that unsuitable sources can be accessed on the Internet, e.g. all or major parts of a translation assignment.

### **Plagiarism**

Plagiarism is **any use of source material without exact reference being made to the source**. No distinction is made between written (whether printed or electronic) and oral sources. It is not just a question of whether you have copied (a tiny bit/something/quite a lot) from a source. All source material that has been used for instance by rewording the source text or by using argumentation, reasoning, terminological innovations, technical concepts etc. which originate from sources other than yourself should be accompanied by an **exact reference**. On the Internet you will find a number of useful sites containing information concerning plagiarism, for example Purdue's Online Writing Lab. The following link is a good place to start:

<http://owl.english.purdue.edu/workshops/hypertext/ResearchW/plag.html>

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

Submission of an electronic version, including the medium (diskette, CD-ROM, file) must be agreed on by the lecturer and the student. 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 has legal validity, while the electronic version can only be used for checking for plagiarism.

### **Submitting exam papers**

Exam papers must be submitted to the department secretaries (L building) in three copies. Theses must be submitted to the Central Registry in two printed copies and on CD-ROM (PDF format). In connection with 12-hour written home assignments as well as papers on **set subjects**, you must write your student exam number on the paper. In relation to other exam types, your name and Social Security Number (CPR) must be indicated on the paper. If it is possible to access exam assignments and submit exam papers electronically, it is stated in the exam plans.

### **Illness**

If you are prevented from sitting or completing an exam or a written home assignment on account of illness or

similar circumstances, you may apply to the Study Committee who may grant you permission for late deregistration.

The application must be accompanied by documentation in the form of a medical certificate covering the day or period in question. Such a certificate must be issued following personal contact with a doctor on the day on which the paper should have been submitted or on which the exam was due to take place.

If this may cause a delay in the completion of your studies, the Study Committee may grant you permission to sit a make-up exam or to postpone handing-in your paper. If a make-up exam is held, other students are allowed to participate provided that they have been granted permission for late deregistration subject to the above rule.

### **Standard page concept and paper extent**

In the exam descriptions the concept of a *standard page* is used. A standard page is defined as 2,200 characters (no spaces).

In relation to written assignments the extent of the paper excludes spaces, table of contents, bibliography and ap-

pendices. Footnotes and endnotes are included.

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

### Studying abroad

If you would like to study abroad during the second and/or third semester, you must plan to do so very early on in the programme. In order to obtain the required credit transfer, you must find courses at the foreign institution which combined – in terms of contents and ECTS points – correspond to the semester which you are missing at the Aarhus School of Business. The section coordinator and/or the course coordinators must approve your planned study programme in advance.

#### **Further information**

You can find further information about exchange positions and freemover possibilities as well as application procedures at the address

<http://www.asb.dk/studinfo/studyabroad.aspx>

The Aarhus School of Business organises an information meeting each year in the beginning of September for all students interested in studying abroad on exchange or as freemovers. The meeting will be advertised on CampusNet or posted on the notice boards.

The deadline for applying for exchange positions in the spring of 2007 and the autumn of 2007 is September 2006.

## FIRST SEMESTER

### Corporate Communication I (obligatory subject)

#### Purpose

The purpose of this subject is to provide you with fundamental knowledge of central concepts, models and theories within corporate communication defined as the strategic management of the integrated communication of private or public companies, organisations or institutions. The subject furthermore aims to give you practical skills and tools required to analyse, prepare and implement a corporate branding process from concept to text as well as other relevant practical skills.

#### Contents

The subject comprises an introduction to various perceptions of corporate communication, an overview of the disciplines comprised by corporate communication as well as a presentation and discussion of the societal and organisational background for and consequences of the emergence of corporate communication.

You will be introduced to the use of corporate communication by companies, organisations and institutions in the daily life of an organisation (e.g. values based management and reputation management).

You will be given an advanced introduction to central concepts such as culture, identity, image and reputation, to corporate branding and integrated communications planning models (e.g., van Riel, Schultz & Hatch, Balmer, Cornelissen, Dowling or Fombrun) as well as to modern and postmodern theories concerning corporate branding and integrated communication (Cheney, Christensen).

You will also be given an advanced introduction to the practical skills and tools needed to implement, analyse and evaluate different dimensions within corporate communication and corporate branding. These include gap analyses, identity-tests, the drawing-up of a communications policy and communication measurements like balanced scorecard.

The course content will be coordinated with the subject Strategic Management of Organisations

#### Teaching methods

Tutorials combining exercises, cases and class discussions.

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### **Exam**

Exam 1 (Please see the curriculum at the end of the student handbook).

### **Stakeholder Relations (obligatory subject)**

#### **Purpose**

The purpose of this subject is to provide you with fundamental knowledge of central concepts, models and theories within stakeholder relations management and to give you practical skills and tools to manage the strategic communication of private and public companies, organisations and institutions with internal and external stakeholders.

#### **Contents**

The subject comprises an introduction to central definitions of stakeholders, stakeholder typologies and fundamental principles of stakeholder relations management and issues management.

Focus will be on the strategic management of integrated communication in relation to central stakeholders e.g. employees, consumers/citizens, the media and political players. Consequently, we will examine the most important theories pertaining to the specific stakeholder groups such as theories concerning how employees think and act as well as methods designed to analyse such relationships; theories regarding the public, the public opinion and agenda setting; theories regarding CSR, ethics, the role and influence of the media as well as parliamentary and non-parliamentary actors (non-governmental organisations etc.). In addition, the course will examine issues management and the most important principles for handling current issues.

During the course, you will also be given a brief theoretical insight into media training as well as practical skills in handling the media in relation to interviews, statements etc. The first part provides you with a fundamental introduction to central concepts and models within media training. Focus is on communication involving face-to-face interaction, e.g. a TV interview relying on both verbal language and body language and which is transmitted and thereby shaped by a certain media.

The second part focuses on the practical handling of the media. You will be trained in acting as a spokesperson during television interviews for instance in relation how to ensure that your message is communicated to the recipients (phrasing of the message, camera training).

The topics of this course are closely related to the topics covered in Corporate Communication.

#### **Teaching methods**

Tutorials combining exercises, cases and class discussions.

#### **Exam**

Exam 1 (Please see the curriculum at the end of the student handbook).

### **Strategic Management of Organisations (obligatory subject)**

#### **Purpose**

The purpose of this subject is to provide you with fundamental theoretical and practical insight into strategic management and into how to develop, implement and evaluate a corporate strategy with particular reference to managing communication processes.

#### **Contents**

The subject includes an introduction to management and corporate strategy as well as a review of theory and practice. You will learn how to analyse the strategic context (markets, competitors, distributors, governments, co-operation strategies etc.) and the human, financial and operational resources which a corporate strategy must take into account. Furthermore, you will learn how to develop, implement and evaluate a corporate strategy (emergent and prescriptive approaches) with due consideration given to the type, size and structure of the organisation.

Focus will be on the types of strategic management and the management tools that are relevant to corporate communication (corporate branding).

#### **Teaching methods**

Lectures and tutorials combining exercises, cases and class discussions.

#### **Exam**

Exam 2 (Please see the curriculum at the end of the student handbook).

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## SECOND SEMESTER

The second semester includes Corporate Communication II. In addition, you must choose two elective subjects offered under the Master programme e.g Corporate Social Responsibility and Reputation Communication, Investor Relations and/or Human Resource Management.

### Corporate Communication II (obligatory subject)

#### Purpose

The purpose of this subject is to provide you with fundamental knowledge of central concepts, models and theories and practical tools relating to the strategic work within the fields of change management/change communication and crises management/crisis communication in private or public companies, organisations or institutions.

#### Contents

You will be introduced to the use of corporate communication by companies, organisations and institutions in unusual situations (e.g. change communication and change management, crisis communication and crisis management) as well as to issues management and stakeholder management in change and crisis situations. You will gain insight into social, cultural and strategic change as well as crisis communication from a managerial perspective.

Within change management and change communication you will be given an advanced introduction to central concepts such as the notion of change, change typologies, change management, change communication, change psychology, and to different models and theories related to strategic management and communication planning in change situations e.g. planned vs emergent models of change (e.g. Burnes) and communication models (e.g. Larkin & Larkin, H. Petersen).

Within crisis management and crisis communication, you will receive an advanced introduction to central concepts and definitions including the concept of crisis, crisis definitions and crisis typologies. You will be introduced to theories and models: e.g. the three-stage model of crisis management and the Situational Crisis Communication Theory (Coombs), the image-restoration theory (Benoit) and the game and complexity theory related to the model of the rhetorical arena (Johansen & Frandsen) within crisis communication.

You will also gain insight into the importance of culture (national culture, industry culture and organizational culture) and media (Internet) for the onset and development of corporate crisis and changes – as well as the choice of media, genres and rhetorical strategies in concrete communication situations.

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Finally, you will be presented with practical tools related to the strategic communication with relevant stakeholders in change and crisis situations (e.g. employees, investors, media, NGOs etc.).

The course contents are based on the subject of Corporate Communication I and Strategic Management.

### **Teaching methods**

Tutorials combining exercises, cases and class discussions.

### **Exam**

Exam 3 (Please see the curriculum at the end of the student handbook).

### **Corporate Social Responsibility (elective subject)**

#### **Purpose**

The purpose of this elective subject is to provide you with knowledge about Corporate Social Responsibility defined as companies and organisations' social and societal engagement undertaken on a voluntary basis.

#### **Contents**

The subject comprises an introduction to the more or less overlapping areas within business known as Corporate Social Responsibility or Corporate Governance.

You will work with ethics and ethical management, with central definitions and dimensions or types of social responsibility (the inclusive labour market, new social partnerships, diversity management, Cause-Related Marketing, the environment, animal welfare, etc.), with the communicative issues raised by social responsibility (aspects of reputation management, values based management, etc.), and with the debate occasioned by the phenomenon of social responsibility in the past ten years.

#### **Teaching methods**

Tutorials combining exercises, cases and class discussions.

#### **Exam**

Exam 4 /exam 5 (Please see the curriculum at the end of the student handbook).

### **Human Resource Management (elective subject)**

#### **Purpose**

The purpose of this elective is to provide you with basic knowledge and practical tools relating to the strategic work within corporate personnel and training departments.

#### **Contents**

The course includes a historic overview of and an introduction to central concepts and issues within human resource management.

Focus will be placed on the role and strategic functioning of the HR-department including personnel policy, strategic recruitment and selection, employee loyalty strategies, competence development and training programmes, integration of new personnel groups etc.

In addition, focus will be placed on the social and psychological aspects that influence personnel policy such as the psychological working environment as well as employee motivation and incentives.

In connection with these different topics, you will be presented with relevant practical tools relating to the work processes of personnel and training departments.

#### **Teaching methods**

Tutorials combining exercises, cases and class discussions.

#### **Exam**

Exam 4 /exam 5 (Please see the curriculum at the end of the student handbook).

## **Investor Relations (elective subject)**

### **Purpose**

The purpose of this elective is to provide you with basic knowledge and practical tools relating to the strategic work within investor relations departments.

### **Contents**

The course comprises an introduction to central concepts and issues within investor relations such as the cultivation of relations with the stock market and the role played by communication in creating and maintaining those relations. Focus will be placed on investor relations as a strategic management tool from a corporate communication perspective. Consequently, emphasis will be on the role and strategic functioning of the investor relations department including investor relations politics as well as on means and ways of communicating with current and potential investors.

The course will also include an introduction to relevant basic subject matters such as rules and regulations pertaining to public limited companies (e.g. Guidelines for Investor Relations from the London Stock Exchange) and organisational politics (e.g. corporate governance).

### **Teaching methods**

Tutorials combining exercises, cases and class discussions

### **Exam**

Exam 4 /exam 5 (Please see the curriculum at the end of the student handbook).

# THIRD SEMESTER

## Scientific Methods

### Purpose

The purpose of this course is to provide you with insight into different qualitative and quantitative research methods relevant when studying communication and communication related topics.

### Contents

The lectures consist of a presentation and discussion of a number of different issues, theories and methods to be used in connection with the analysis, evaluation or measurement of strategic communication in different contexts.

The topics covered in the lectures include:

- Research design (from representative studies to explorative studies and case studies, desk research versus field research)
- Qualitative research theories and methods (grounded theory, interviews, focus groups, observations and discourse analysis)
- Quantitative research theories and methods (statistics, questionnaires, reading and applying quantitative surveys)

The subject prepares you for working with your chosen profile.

## Profile: Integrated Marketing Communication and Public Relations

### Integrated Marketing Communication and Public Relations

#### Purpose

The purpose of this subject is to provide you with theoretical and practical insight into the types of strategic corporate communication used in connection with integrated marketing communication and public relations when private companies market their products and organisation towards industrial consumers and/or private consumers.

### **Contents**

The subject comprises an advanced introduction to the key notions of marketing communication and public relations with focus on how to strategically integrate the two disciplines, including their relations to corporate communication.

You will gain advanced knowledge of key concepts, models and theories within the types of integrated marketing communication and public relations developed in compliance with the parameter mix school of thought (Kotler). This applies, among other things, to relation marketing or *customer relationship marketing*, ethical marketing or *cause-related marketing*, viral marketing and sense marketing or *experiential marketing*. Furthermore, you will work with marketing communication and public relations aimed at new target groups (e.g. senior marketing, teenager marketing or gay marketing), with the inclusion of new information technology in the marketing and public relations process (e-marketing and e-PR) as well as with alternative media and strategies, such as outdoor marketing, events, sponsoring, co-branding and subvertising.

You will also be introduced to the planning, implementation and measurement of a marketing communication or public relations campaign and other communication tasks as well as how an advertising agency works with integrated marketing communication and public relations (from idea and concept to strategic planning and measurement).

Last but not least, you will work with aspects of internal communication relevant to marketing communication and public relations.

### **Teaching methods**

Tutorials combining exercises, cases and class discussions.

### **Exam**

Exams 6 a and 7 a (Please see the curriculum at the back of the student handbook).

### Consumption, Society and Market

#### Purpose

The purpose of this subject is to provide you with advanced and extensive knowledge of a number of factors that may influence the analysis, conception, implementation and measurement of integrated marketing communication and public relations in a strategic perspective. The factors include socio-cultural, market- and consumer-related as well as legal and ethical factors.

#### Contents

The subject comprises a presentation and discussion of key topics which are essential when you work with integrated marketing communication and public relations in a strategic perspective. The subject includes the following topics:

- Development from a modern industrial society to new forms of society (the hyper-modern society, knowledge society, risk society etc.)
- Theories concerning consumer behaviour and consumer culture (e.g. brand communities)
- Theories concerning markets (scope, structure and development trends)
- Rise of the entertainment economy
- Globalisation/localisation (e.g. marketing and PR from an inter-cultural perspective)
- Marketing and PR law (e.g. the Danish Marketing Act)
- Marketing and PR ethics.

#### Teaching methods

Tutorials combining exercises, cases and class discussions.

#### Exam

Exams 6 a and 7 a (Please see the curriculum at the back of the student handbook).

# Marketing, Organisation and Management

## Purpose

The purpose of this subject is to provide you with advanced knowledge of key aspects which characterise organisations and management within the area of marketing and public relations. Aspects which may influence strategic planning of integrated marketing communication and public relations.

## Contents

The subject comprises an introduction to and discussion of relevant topics and processes as well as types and tools within management and organisation of which in-depth knowledge is essential if you work with integrated marketing communication and PR from a strategic perspective. Included are:

- General public relations management
- Differences and similarities between B-to-C and B-to-B
- Brand and reputation management
- Trend management and lifestyle management
- The marketing and PR department as workplace (types of employees and job content in companies and communication bureaus)
- Outsourcing of communication tasks
- Project management.

## Teaching methods

Tutorials combining exercises, cases and class discussions.

## Exam

Exams 6 a and 7 a (Please see the curriculum at the back of the student handbook).

# Profile: Global Communication

## Global Communication in a Corporate Perspective

### Purpose

The aim of the course is to give you theoretical and practical insight into relevant forms of corporate communication in organisations which operate in a cross-cultural environment.

### Contents

You will gain advanced knowledge and understanding of organisations' strategic communication with external and internal stakeholders in a global, multi-cultural environment. The following issues will be integrated in the course:

- Cross-cultural corporate communication:
  - Value communication in a multicultural perspective (corporate branding)
- Global marketing:
  - Marketing and the global/local paradox
  - The four P's in a global environment
- International marketing communication:
  - Globalization vs. adaptation strategies
  - New trends in international marketing communication
- Corporate reputation communication and public relations in an international context
- Issues management and international public stakeholders (NGO's, authorities, etc.)
- Organisational communication in the multinational corporation
- Change communication in a multicultural perspective
- E-marketing and E-public relations in a global perspective

### Teaching methods

Tutorials combining exercises, cases and class discussions.

### Exam

Exams 6 b and 7 b (Please see the curriculum at the back of the student handbook).

### **Society, Networks and Globalisation**

#### **Purpose**

The purpose of the subject is to provide you with knowledge of general concepts and theories relating to the increasing complexity and interrelatedness that characterises the global company context.

#### **Contents**

Focus is placed on a number of central concepts and conditions of relevance to the understanding of cross-boarder political, economic, social and cultural processes.

- The concept of globalisation
  - the myth of global society
  - key characteristics of the global society
  
- Networks and network societies
  - networks, information and communication
  - global division of labour
  - new forms of co-operation and increasing internationalisation
  - strengthening of supernational organisations
  
- Transnational way of life and cultural nationalism
  - the global market and the global consumer
  - globalisation, localisation and/or glocalisation
  - global versus local consumers

#### **Teaching methods**

Tutorials combining exercises, cases and class discussions.

#### **Exam**

Exams 6 b and 7 b (Please see the curriculum at the back of the student handbook)

### International Management and Globalisation

#### Purpose

The purpose of the subject is to provide you with advanced knowledge within central conditions characteristic of international management and organisations in a global context which may influence the strategic planning of communication.

#### Contents

You will be given an introduction to relevant topics, structures, processes as well as types and tools within international management and organisation. Knowledge of these elements is important when working with international communication in a strategic perspective. The elements include:

- The post-modern company in a global context: international trade, global business strategy etc.
- Multinational/international companies: organisation, structure and processes
- Basic principles of international management
- Intercultural management
- Values-based management across borders
- Diversity management and global human resource management

#### Teaching methods

Tutorials combining exercises, cases and class discussions

#### Exam

Exams 6 b and 7 b (Please see the curriculum at the back of the student handbook).

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## FOURTH SEMESTER

### Thesis

The 4<sup>th</sup> semester of the master program is reserved for writing the thesis.

#### Topic

The topic of the thesis must relate to corporate communication in a wide sense of the concept, including the organisational, socio-economic or global context. Focus must be on a problem or issue of an empirical or theoretical nature.

#### Supervision

Students must register for supervision with a supervisor by submitting a registration form. The form is available from the department secretaries. Students may work with a primary and a secondary supervisor if necessary.

The thesis may be prepared in groups of max 3 students, provided that the contributions of individual students are clearly identifiable.

#### Length and duration

The thesis is an independent written paper on an optional topic. The thesis must be written in English.

If the thesis is written by one student, its extent is 50-80 standard A4 pages (2,200 characters (no spaces)) in length, exclusive of appendices. Groups with 2 students may write 75-120 standard pages and groups with 3 students may write 100-150 standard pages. The length of the thesis in characters (no spaces) must be indicated. The thesis must include an abstract of max. 4,400 characters (no spaces). The abstract must be in English.

The thesis is defended at an individual oral exam lasting 45 minutes including discussion of the examinee's performance. There is no preparation time. The oral exam is held max. 8 weeks after the thesis has been submitted.

#### Evaluation

The following criteria are assessed:

- Does the thesis focus on aspects of importance to the topic?
- Are the materials well chosen?

## Study Guide

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- Is the information presented correctly and documented?
- Does the student demonstrate a critical sense in the use of materials and secondary literature?
- Does the student document knowledge of the scientific literature relevant to the topic?
- Has terminology been used precisely and consistently?
- Is there a reasonable balance between reporting exposition, commentary and own observations?
- Does the student demonstrate independence in observation, analysis, argumentation and identification of correlations?
- Is the composition logical and characterised by overview?
- Is the written presentation clear, free from self-contradictions and satisfactory in its composition?
- Is the presentation and discussion in connection with the oral defence of the thesis clear and coherent?

An overall assessment is made of how the student lives up to the above evaluation criteria - both in the thesis and during the oral defence. The assessment includes an evaluation of the abstract accompanying the thesis.

In the event that a thesis is not passed, the same thesis may form the basis of a revised thesis which is then submitted, defended and assessed according to normal practice.

One mark is awarded according to the Danish marking scale (*13-skalaen*). The mark is given in connection with the oral defence. The paper counts for two thirds of the mark, while the oral defence counts for one third.

The thesis is subject to external censorship.

**Curriculum of September 1<sup>st</sup> 2006**

## Curriculum

### Chapter 1: Purpose

#### 1.1. The purpose of the Master of Arts in International Business Communication programme is:

- To expand students' theoretical and practical knowledge of and skills within corporate communication, i.e. all types of communication involving private or public companies, organisations and institutions acting as senders, recipients or the subjects of such communication.
- To provide students with the qualifications needed to undertake – individually and/or in collaboration with others – relevant functions within corporate communication at a strategic and/or operational level in private or public companies, organisations and institutions on the basis of the knowledge and skills acquired.
- To provide students with the qualifications needed to carry out scientific research.

**1.2.** To fulfil this purpose, the student must in the course of the study programme acquire:

- (a) knowledge of
- strategic corporate communication in both an internal and an external perspective.
  - integrated communication planning (from overall communications policies to communication plans in connection with specific situations).
  - central areas of specialisation within corporate communication and relevant sub-areas
  - the strategic management of companies, organisations and institutions, especially with regard to communication processes.
  - the structures, functions and development of companies, organisations and institutions, especially with regard to communication processes.

- areas within business economics and/or language and/or neighbouring areas which are relevant to the theoretical and/or practical study of or work with strategic corporate communication.

(b) working methods aimed at

- developing the analytical and strategic skills of the student through the definition and solution of problems.
- developing the student's ability to work independently both individually and in collaboration with others at management level.
- developing the student's ability to critically appraise academic issues.

(c) skills within

- the solution of comprehensive and complex internal and external communication tasks in oral and written English from the perspective of strategic management.
- the analysis of comprehensive and complex communicative issues and requirements.

- the planning of comprehensive and complex internal and external communication tasks.
- the production of texts in English required to solve the various communication tasks.
- the analysis of the reception of these texts (e.g. in the form of a particular image or a particular reputation).
- the strategic measuring of the contribution of corporate communication in supporting corporate strategy.

**1.3.** For the profiling part of the study programme (third semester) there are two profiles:

- The Integrated Marketing Communication and Public Relations Profile
- The Global Communication in a Corporate Perspective Profile

Under the profile selected, the student can elect to include a trainee period of at least eight weeks' duration with either a Danish or a foreign private or public company organisation or institution.

**1.4.** The Master of Arts in International Business Communication programme

concludes with a thesis. The purpose of the thesis is to:

- develop the student's ability to independently seek and collect information and to work scientifically with academic knowledge.
- develop the student's ability to independently and critically analyse academic issues.
- develop the student's skills to produce written communication in a clear and cohesive academic form.
- develop the student's oral presentation skills and ability to discuss academic issues in a clear and cohesive academic form.

### Chapter 2: Admission

To be admitted to the Master of Arts in International Business Communication programme, you must hold a bachelor degree awarded for completion of a study programme which comprises elements within communication on a scale corresponding to the Bachelor in Marketing & Management Communication or the Bachelor in English and Communication programme. BA

graduates with at least 60 ECTS for communication elements may apply.

The Aarhus School of Business may in special cases admit students who do not meet the above requirements, but who have acquired equivalent academic skills.

### Chapter 3: Structure

The Master of Arts in International Business Communication programme is a two-year study programme divided into three parts: 1) a basic part, 2) a profiling part 3) a thesis. The programme must be concluded no later than five years from commencement. The programme comprises a total of eight exams including the thesis.

#### 3.1. Basic part

The basic part corresponds to 60 ECTS and comprises five of the exams.

#### 3.2. Profiling part

The profiling part corresponds to 30 ECTS and comprises two of the exams. Students are free to choose one of the profiles offered: the Integrated Marketing Communication and Public Relations profile or the Global Communica-

tion in a Corporate Perspective profile (both with optional trainee period).

### 3.3. Thesis

The thesis corresponds to 30 ECTS.

## Chapter 4: Contents

### 4.1. Basic part

#### *Corporate Communication and Stakeholder Relations*

The purpose with these 2 subject areas is to provide students with insights into strategic corporate communication in an external, an internal and an integrated perspective, i.e. in relation to stakeholders as well as the coordination of such communication in private and public companies, organisations and institutions. Topics include: corporate branding, values-based communication, communications planning, change communication and crisis communication.

#### *Strategic Management of Organisations*

The purpose with this subject is to provide students with insight into structures, functions and developments within the strategic management of private or public companies, organisa-

tions and institutions, especially from the point of view of corporate communication. Topics include: value-based management, image management, project management, crisis management, corporate social responsibility, corporate governance, organisational theory, organisational psychology, human resource management, change management, knowledge management, organisational learning etc. In addition, students will be given insight into relevant management tools.

### 4.2. Profiling part

The purpose of the profiling part of the programme is to provide students with an opportunity for theoretical as well as practical specialisation within a delimited field of corporate communication.

#### *Integrated Marketing Communication and Public Relations*

The purpose of the profile is to provide students with theoretical and practical insight into the types of strategic corporate communication used in connection with integrated marketing communication and public relations in private companies not included in the basic programme. Profile topics include new types of marketing such as trend man-

agement and experiential marketing or marketing in relation to particular segments such as senior marketing.

### *Global Communication in a Corporate Perspective*

The purpose of this profile is to provide students with the theoretical and practical insight into the types of strategic corporate communication used in the organisations' communication with foreign stakeholders (customers, suppliers, subsidiaries, international authorities, international NGO's, international media, etc.) in terms of marketing, Public Relations and corporate branding in a multi-cultural environment. Within the framework of globalisation and network society the teaching focuses on how organisations handle situations such as change management and change communication, value communication, the complex of local/global marketing, corporate reputation, issues management on the international arena.

### **4.3. Thesis**

The thesis is the final project. The topic of the thesis is chosen by the student within one or more of the fields of study covered by the programme.

## **Chapter 5: Teaching methods**

Teaching methods include lectures, tutorials, seminars, workshops, projects, individual and group consultations and e-learning.

## **Chapter 6: English Requirements**

The assessment of all papers includes an assessment of English proficiency and power of exposition (the student's ability to present material in a precise, balanced and well-structured manner).

## **Chapter 7: Exams**

**7.1.** Exams are censored internally or externally. Internal exams are assessed by the lecturer(s) or by the lecturer(s) and an internal examiner.

The study guide sets out which of the individual exams are assessed by internal examiners.

External exams are assessed by the lecturer(s) and one or more external examiners appointed by the Ministry of Science, Technology and Innovation.

**7.2.** Students take five types of exams and submit a thesis.

A paper on a **set subject/topic** is an exam where the examinee must answer one or more questions prepared by the lecturer. An optional exam is an exam where the student him/herself has formulated one or more questions which have then been approved by the examiner.

Some written exams are individual, while others are group-based. The student may always submit an individual written assignment. All oral exams are taken individually.

The thesis may be prepared individually or in groups, but the oral defence is always individual.

The maximum number of students per group for written exams is four. However, the maximum number of students per group in connection with the thesis is 3. It must be clear which sections/parts are contributed by the individual group members so as to allow for an individual assessment of student performance.

Types of exams:

- a) Oral exam (set topic)
- b) Written home assignment (optional or set topic)

c) Project report with oral defence (optional topic)

d) Continuous assessment (optional or set topics)

e) Thesis with oral defence (optional topic)

### **7.3. Individual exams:**

Exam 1: Corporate Communication I and Stakeholder Relations (20 ECTS)

Exam 2: Strategic Management of Organisations (10 ECTS)

Exam 3: Corporate Communication II (10 ECTS)

Exam 4: Elective subject (10 ECTS)

Exam 5: Elective subject (10 ECTS)

Exam 6a: Integrated Marketing Communication and PR profile (1) (20 ECTS)

*or*

Exam 6b: Global Communication in a Corporate Perspective profile (1) (20 ECTS)

Exam 7a: Integrated Marketing Communication and PR profile (2) (10 ECTS)

*or*

## Curriculum

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Exam 7b: Global Communication in a  
Corporate Perspective profile (2) (10  
ECTS)

Exam 8: Thesis (30 ECTS)

## Chapter 8: Exam Descriptions

### Exam title: Corporate Communication I and Stakeholder Relations

**Exam code: Exam 1**

**Exam type: Project report (group) with oral defence (individual)**

**ECTS: 20**

#### Exam requirements

In connection with the project report, the student must document theoretical insight into and/or practical skills within the strategic management of corporate communication from an internal and an external perspective, i.e. in relation to communication with relevant stakeholders (consumers, employees, media, etc.) Furthermore, the student must demonstrate knowledge of standard principles for writing reports as well as proficiency in written English.

During the oral defence, the student must – in dialogue with the lecturer and the examiner – elaborate on the contents of the report and document his or her knowledge of the chosen topic. Furthermore, the student must demonstrate an understanding of standard

principles for oral presentation as well as a proficiency in spoken English.

#### Exam description

A project report which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within corporate communication from an internal and/or external perspective is prepared on an ongoing basis. The topic of the report is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the report. The oral exam is held a maximum of five weeks after the report has been submitted.

#### Scope

The written report should be max. 55,000 characters, corresponding to 25 standard pages, in length per student. The number of characters must be indicated in the report.

#### Duration

The report is prepared alongside the normal studies. The deadline is posted on the notice boards. A total of 30 minutes is allowed for the oral defence, including assessment. No preparation time.

## Curriculum

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### Examiner(s)

External.

### Marking

One mark is awarded according to the Danish marking scale (*13-skalaen*).

The mark is based on the report (counts for two thirds) and the oral defence (counts for one third).

**Exam title: Strategic Management of Organisations**

**Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

**Exam code: 2**

**Exam type: Oral exam**

**ECTS: 10**

**Exam requirements**

In connection with the oral exam, the student must show theoretical insight into and knowledge of strategy and management, first and foremost from the point of view of corporate communication in private and public companies, organisations and institutions.

**Exam description**

During the oral exam, the student must be able to answer one or more questions set by the lecturer within the field of study (curriculum) and in dialogue with the lecturer and the examiner elaborate on and discuss relevant aspects of the question(s).

**Duration**

30 minutes, including assessment.  
Preparation time allowed is 30 minutes.

**Examiner(s)**

Internal.

**Exam title: Corporate Communication II**

**Exam code: Exam 3**

**Exam type: Project report (group) with oral defence (individual)**

**ECTS: 10**

**Exam requirements**

In connection with the project report, the student must show theoretical insight into and/or practical skills within corporate communication in unusual situations including change communication and change management, crisis communication and crisis management as well as issues management and stakeholder management in change and crisis situations. Furthermore, the student must demonstrate knowledge of standard principles for writing reports as well as proficiency in written English.

During the oral defence, the student must – in dialogue with the lecturer and the examiner – elaborate on the contents of the report and document his or her knowledge of the chosen topic. Furthermore, the student must demonstrate an understanding of standard principles for oral presentation as well as proficiency in spoken English.

**Exam description**

A project report which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within corporate communication from an internal and/or an external perspective is prepared on an ongoing basis. The topic of the report is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the report. The oral exam is held a maximum of five weeks after the report has been submitted.

**Scope**

The written report should be max. 33,000 characters, corresponding to 15 standard pages, in length per student. The number of characters must be indicated in the report.

**Duration**

The report is prepared alongside the normal studies. The deadline is posted on the notice boards. A total of 30 minutes is allowed for the oral defence, including assessment. No preparation time.

**Examiner(s)**

External.

### **Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

The mark is based on the report (counts for two thirds) and the oral defence (counts for one third).

**Exam title: Elective subject (1)**

**Exam code: 4**

**Exam type: Continuous assessment**

**ECTS: 10**

### **Exam requirements**

In connection with the continuous assessment, the student must show theoretical insight into and practical skills within one of the elective subjects within corporate communication offered during the 2<sup>nd</sup> semester.

### **Exam description**

The exam consists in regular attendance of and active participation in classes. Regular attendance means that the student must attend at least 80 per cent of classes within the subject. Active participation means that the student completes one or more course assignments. These may take the form of one or more oral presentations to be presented and discussed in class and/or papers to be handed in. Both individual and group assignments may occur.

If the student does not pass the exam, the student must subsequently write a home assignment on a set topic of max. 22,000 characters, corresponding to 10 standard pages, in length, answering

one or more questions set by the lecturer within the field of study covered by the elective subject.

### **Examiner(s)**

Lecturer.

### **Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

**Exam title: Elective subject (2)**

**Exam code: Exam 5**

**Exam type: Continuous assessment**

**ECTS: 10**

**Exam requirements**

In connection with the continuous assessment, the student must show theoretical insight into and practical skills within one of the elective subjects within corporate communication offered during the 2<sup>nd</sup> semester-.

**Exam description**

The exam consists in regular attendance of and active participation in classes. Regular attendance means that the student must attend at least 80 per cent of classes within the subject. Active participation means that the student completes one or more course assignments. These may take the form of one or more oral presentations to be presented and discussed in class and/or papers to be handed in. Both individual and group assignments may occur.

If the student does not pass the exam, the student must subsequently write a set home assignment of max. 22,000 characters, corresponding to 10 standard pages, in length, answering one or

more questions set by the lecturer within the field of study covered by the elective subject.

**Examiner(s)**

Lecturer.

**Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

**Exam title: Integrated Marketing Communication and Public Relations profile (1)**

**Exam code: Exam 6a**

**Exam type: Written home assignment (individual)**

**ECTS: 20**

**Exam requirements**

In connection with the written home assignment, the student must demonstrate comprehensive knowledge of and skills within integrated marketing communication and public relations. Furthermore, the student must demonstrate knowledge of standard principles for writing reports as well as proficiency in written English.

Under the profile selected, the student can elect to include a trainee period of at least eight weeks' duration with a Danish or a foreign private or public company, organisation or institution.

For students who elect to include a trainee period in connection with the selected profile, the written home assignment must be based on a theoretical and/or practical issue of relevance to the trainee period.

**Exam description**

A written home assignment which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within the selected profile is prepared on an ongoing basis. The topic of the home assignment is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the home assignment.

**Scope**

The home assignment should be max. 66,000 characters, corresponding to 30 standard pages, in length.

The number of characters must be indicated in the assignment.

**Examiner(s)**

External.

**Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

**Exam title: Global Communication  
in a Corporate Perspective profile (1)**

**Exam code: Exam 6b**

**Exam type: Written home assignment (individual)**

**ECTS: 20**

**Exam requirements**

In connection with the written home assignment, the student must demonstrate comprehensive knowledge of and skills within global communication. Furthermore, the student must demonstrate knowledge of standard principles for writing reports as well as English proficiency.

Under the profile selected, the student can elect to include a trainee period of at least eight weeks' duration with a Danish or a foreign private or public company, organisation or institution.

For students who elect to include a trainee period in connection with the selected profile, the written home assignment must be based on a theoretical and/or practical issue of relevance to the trainee period.

**Exam description**

A written which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within the selected profile home assignment is prepared. The topic of the home assignment is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the home assignment.

**Scope**

The home assignment should be max. 66,000 characters, corresponding to 30 standard pages, in length.

The number of characters must be indicated in the assignment.

**Examiner(s)**

External.

**Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

## Curriculum

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**Exam title: Integrated Marketing Communication and Public Relations profile (2)**

**Exam code: Exam 7a**  
**Exam type: Oral exam**  
**ECTS: 10**

**Examiner(s)**

External.

**Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

### **Exam requirements**

During the oral exam, the student must demonstrate comprehensive knowledge of and skills within integrated marketing communication and public relations. Furthermore, the student must demonstrate knowledge of standard principles for oral presentations as well as proficiency in spoken English.

### **Exam description**

In connection with the oral exam, the student must be able to answer one or more questions set by the lecturer within the field of study (curriculum) and in dialogue with the lecturer and the examiner elaborate on and discuss relevant aspects of the question(s).

### **Duration**

45 minutes per student, including assessment. Preparation time allowed is 45 minutes.

**Exam title: Global Communication  
in a Corporate Perspective profile (2)**

**Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

**Exam code: Exam 7b**

**Exam type: Oral exam**

**ECTS: 10**

**Exam requirements**

During the oral exam, the student must demonstrate comprehensive knowledge of and skills within global communication. Furthermore, the student must demonstrate knowledge of standard principles for oral presentations as well as a English proficiency.

**Exam description**

In connection with the oral exam, the student must be able to answer one or more questions set by the lecturer within the field of study (curriculum) and in dialogue with the lecturer and the examiner elaborate on and discuss relevant aspects of the question(s).

**Duration**

45 minutes, including assessment.  
Preparation time allowed is 45 minutes.

**Examiner(s)**

External.

**Exam title:** Thesis

**Exam code:** Exam 8

**Exam type:** Thesis on an optional topic with oral defence

**ECTS:** 30

### **Exam description**

The thesis is an independent paper on an optional topic. The thesis must be written in English and must include an abstract of max. 4,400 characters (no spaces). The abstract must also be in English.

### *Topics*

The topic of the thesis must relate to corporate communication in a wide sense of the concept, including the organisational, socio-economic or global context. Focus must be on a problem or issue of an empirical or theoretical nature.

### *Supervision*

Students must register with a supervisor by submitting a registration form. The form is available from the department secretaries. Students may work with a primary and a secondary supervisor if necessary.

The thesis may be prepared in groups

of max 3 students provided that the contributions of individual students are clearly identifiable.

### **Length and Duration**

If the thesis is written as an individual assignment, the length must be between 50-80 standard A4 pages (2,200 characters (no spaces)), exclusive of appendices. If the thesis is written as a group assignment the length must be 75-120 standard pages for groups of 2 and 100-150 pages for groups of 3. The length of the thesis in characters (no spaces) must be indicated in the thesis.

The thesis is defended during an individual oral exam lasting 45 minutes including assessment. The oral exam is held max. 8 weeks after the thesis has been submitted.

### **Examiner(s)**

External.

### **Marking**

One mark is awarded according to the Danish marking scale (*13-skalaen*).

The mark is given in connection with the oral defence. The paper counts for two thirds of the mark, while the oral defence counts for one third.

The following criteria are assessed:

- Does the thesis focus on aspects of importance to the topic?
- Are the materials well chosen?
- Is the information presented correctly and documented?
- Does the student demonstrate a critical sense in the use of materials and secondary literature?
- Does the student document knowledge of the scientific literature relevant to the topic?
- Has terminology been used precisely and consistently?
- Is there a reasonable balance between reporting exposition, commentary and own observations?
- Does the student demonstrate independence in observation, analysis, argumentation and identification of correlations?
- Is the composition logical and characterised by overview?
- Is the written presentation clear, free from self-contradictions and satisfactory in its composition?
- Is the presentation and discussion in connection with the oral defence of the thesis clear and coherent?

An overall assessment is made of how the student lives up to the above evaluation criteria, both in the thesis and during the oral defence. The assessment includes an evaluation of the abstract accompanying the thesis.

In the event that a thesis is not passed, it may form the basis of a revised thesis which is then submitted, defended and assessed according to normal practice.

## **Chapter 9: General provisions**

### **Exams**

The exams are taken individually and in such order as the student may wish.

The exams are taken in the two exam terms (December-January and May-June). Deviations may be made in relation to the exam terms in connection with home assignments on optional topics. Such decisions always rest with the Study Committee. The thesis may be submitted at any time during the course of study.

An exam being marked in accordance with the Danish marking scale is passed when a mark of 6 (six) or higher

is awarded. With other types of assessment, the mark “passed” is awarded when an exam is passed.

### **Re-examination**

If a student fails to obtain the mark 6 (or “passed”) at an exam, the student can register for the same exam in a later exam term. As regards continuous assessment, please refer to the exam descriptions for elective subject (1) and elective subject (2).

### **Individual exams/group exams**

With individual exams as well as group exams, the performance of individual students must be assessed. If written papers are handed in as group papers, the contributions of the individual members of the group must be clearly identifiable.

### **No. of evaluation attempts**

Students can sit individual exams, and submit a thesis, a maximum of *three times*. The Study Committee for Master Programmes at the Department of Language and Business Communication may in special cases grant a fourth exam attempt.

### **Exam registration**

Registration is required *by October 1<sup>st</sup> at the latest* for the winter exams and *by March 1<sup>st</sup> at the latest* for the summer exams.

### **Exam deregistration**

The deadline for deregistering from an exam is no later than two weeks before the exam in question. If the student has registered for an exam without having deregistered from the exam in due time, the registration always counts as one exam attempt.

### **Violation of exam regulations**

If an examinee fails to comply with the exam regulations, it may lead to his or her paper being rejected. Reference is made to the rules concerning disciplinary action against students at the Aarhus School of Business. These can be found at

<http://www.asb.dk/studinfo/study/studieregler/vejledninger/disciplinaer.aspx> (*in Danish*).

### **Illness**

If you are prevented from taking or completing an exam on account of illness or similar circumstances, the Study Committee for Master Pro-

grammes may upon application grant permission for late deregistration.

If this may cause a delay in the completion of your studies, the Study Committee for Master Programmes may grant permission for a make-up exam to be held or alternatively for postponing the deadline for submitting the paper in question. If a make-up exam is held, other students are allowed to participate provided that they have been granted permission for late deregistration subject to the above rule.

The application must be accompanied by documentation in the form of a medical certificate covering the day or period in question. Such a certificate is issued following personal contact with a doctor on the day of the exam.

### **Credit transfer**

The Study Committee for Master Programmes may grant a credit transfer for programme elements completed at another Danish or foreign institution of higher education. Such programme elements are recognised as having been “passed” unless a mark has been given according to the Danish marking scale at the institution at which the programme element was completed.

### **Exam certificate**

The Aarhus School of Business issues a degree certificate stating the exams

passed and the marks awarded.

Students who do not complete the study programme are entitled to documentation of any exams passed. The documentation contains information about the nature of the exams in question and the marks achieved.

### **Complaints**

Complaints concerning exam results must be filed with the Student Counsellors’ Office.

## **Chapter 10: General provisions**

### **Study guide**

A study guide will be prepared for the master programme. The study guide will be approved by the Study Committee for Master Programmes.

The study guide comprises a broader description of the study programme, practical guidelines for students and information about other aspects of relevance to the students’ planning of their study programme.

### **Exemption from the curriculum**

The Study Committee for Master Programmes may, when special circumstances dictate, grant exemptions from those provisions of the curriculum which are not based on the executive order, but stipulated by the Aarhus School of Business.

Requests for exemptions based on the executive order must be submitted to the Danish Ministry of Science, Technology and Innovation via the Aarhus School of Business and must be accompanied by the school's comments.

### **Chapter 11: Commencement**

The present curriculum is valid for students commencing the international study programme on September 1<sup>st</sup> 2006.

### **Chapter 12: Deadline for conclusion**

This programme must be concluded no later than five years from commencement.