BA IN MARKETING AND MANAGEMENT COMMUNICATION*

COMMUNICATION AND BUSINESS STUDIES

The BA in Marketing and Management Communication is an international programme that combines communication studies with business studies. Students are provided with the basic scientific, methodological, theoretical, and practical tools needed to plan, coordinate, and carry out marketing and management communication activities in global organisations.

LINKING COMMUNICATION STUDIES WITH BUSINESS STUDIES

The programme’s main emphasis is on communication, and it is designed so that the courses complement each other and integrate elements across the various subject areas. Below are some examples of the central courses offered in the study programme.

COMMUNICATION STUDIES

The programme takes its point of departure in central communication disciplines such as management communication, marketing communication, and global communication. In Communication in a Management Perspective, students will acquire insights into management and organisational communication and learn how to work with communication activities inside an organisation. In Communication in a Marketing Perspective, students will be introduced to the basic principles of branding and marketing communication and work with addressing consumers in light of current marketing conditions and challenges. In Communication in a Global Perspective, students will become familiar with central aspects of globalisation and acquire skills that enable them to handle communication activities from a cross-national perspective. They will gain knowledge related to the various global communication dilemmas and challenges such as those caused by growing diversity among employees and consumers, and developments within media technology.

BUSINESS STUDIES

The communication focus of the programme is supported by a number of business courses which will provide students with the additional knowledge needed to handle communication tasks and activities in an organisational setting. In Economics, students will gain insights into basic economic principles and their applications and developments in a corporate, national, and global context. In Marketing and Consumer Behaviour, students will become familiar with the core steps of the marketing management process, from segmentation of consumers to distribution of products and services, working within both traditional and new areas.

CAREERS

Graduates of the BA in Marketing and Management Communication are well placed to apply for jobs in organisations with English as corporate language, and also to join international management, marketing, public relations, or branding teams.

I wanted a cross-disciplinary bachelor’s that approached marketing from a business perspective. The BA MMC seemed to live up to that requirement, and the fact that it was an international programme only made the decision easier. The basic understanding of marketing that the BA MMC gave me is something I use extensively because my job includes strategic as well as tactical and operational decisions. Obviously the theoretical framework isn’t everything, but it serves as a solid foundation on which creativity and strategic thinking can be applied.

KRISTOFFER OKKELS
BA in Marketing and Management Communication
Marketing & Business Development Director, Creuna

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PLACE OF STUDY

Aarhus

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE
Others: EUR 8,500

WWW

bachelor.au.dk/en/marketingandmanagementcommunication

Fees are subject to change. See studyguide.au.dk
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COMMUNICATION AND BUSINESS STUDIES

<table>
<thead>
<tr>
<th>1st SEMESTER</th>
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<td>Communication Theory</td>
<td>Communication in a Management Perspective</td>
<td>Communication in a Marketing Perspective</td>
<td>Communication in a Global Perspective</td>
<td>Electives</td>
<td>Project Management</td>
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<td>Research Methodology</td>
<td>Corporate Discourse Analysis</td>
<td>Communication Planning and Measurement</td>
<td>Corporate Media</td>
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<td>Economics</td>
<td>Organisational Behaviour</td>
<td>Marketing and Consumer Behaviour</td>
<td>Accounting</td>
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AARHUS BSS
Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University’s four faculties. With approximately 13,000 full-time students, several thousand part-time students, more than 230 PhD students and more than 590 faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark’s biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines.

LEARNING IN AN INTERNATIONAL CONTEXT
At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS’s approximately 300 partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.

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