Today, communication is acknowledged to be an integrated and holistic practice that supports and contributes to corporate strategy development through its essential role in building and maintaining corporate brands and reputations through strong stakeholder relationships. Reflecting this, the two-year Master’s programme in Corporate Communication equips you to become an excellent communication manager who will be able to help organisations to develop, innovate, implement and measure corporate communication processes and activities in order to support strategic efforts while enhancing stakeholder relationships and corporate reputations.

**STRATEGIC INSIGHT, PRACTICAL SKILLS**
The objective of the study programme is to provide you with knowledge of the central concepts, models, and theories of corporate communication, as well as practical skills in the strategic management of corporate communication processes and activities. As a result, you will be qualified to undertake functions within corporate communication at a strategic level.

**COMPREHENSIVE, NUANCED KNOWLEDGE**
You will acquire a comprehensive and nuanced theoretical and practical skill-set within corporate communication. Compulsory courses will introduce you to areas such as Corporate Communication, Change Communication, Crisis Communication, Stakeholder Relations, and Strategic Management. This will enable you not only to plan and solve comprehensive and complex internal and external communication tasks, but also to critically appraise communicative issues and requirements relating to the strategic management of communication. In the third semester, you can choose electives. Alternatively, you can do a project-based internship in which you combine an internship with theoretical seminars. This gives you a unique chance to specialise within your preferred area of interest.

In the third semester, the programme offers two specialised profiles within either Integrated Marketing Communication or Human Resource Communication. Alternatively, you can do a project-based study where you combine an internship with theoretical seminars. This gives you a unique chance to specialise within your preferred area of interest.

**SOCIAL AND ACADEMIC ACTIVITIES**
Aarhus BSS hosts a rich and varied programme of activities for you as a student, both study-related and social. Our many student associations host events ranging from lectures and company events to career days and sports days, Friday bars and celebrations, so there is plenty of scope for meeting and networking with like-minded people, discovering new areas of academic interest, and socialising with fellow students.

**CAREERS**
Graduates from the MA in Corporate Communication have found jobs as strategic employees at management level in both national and international companies and organisations. These jobs are typically focused on communication, public relations, corporate branding, or in marketing divisions, where our graduates have full responsibility for planning with internal and external stakeholders.

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At Aarhus BSS, I found the perfect combination of high-quality degree programmes, a good exchange programme, a great study environment and cultural diversity. Academically, the MACC gave me a great foundation for my future career because it combines internal and external communication with management and stakeholder relations. Lecturers also did a great job of combining theory and practice, and I’m using my theories, tools and knowledge from my studies every day in my current job as a brand manager.

**TINE BÆKKELUND**
MA in Corporate Communication
Private Label Brand Manager, Dansk Supermarked
# MA in Corporate Communication*

## Strategic Communication for Companies, Institutions and Organisations

### 1st Semester
- Corporate Communication
- Strategic Management of Organisations in a Communicative Perspective
- Scientific Methods

### 2nd Semester
- Social Media Communication, Innovation and Management
- Stakeholder Relations
- Corporate Communication in Change and Crisis Situations

### 3rd Semester
- Elective

### 4th Semester
- Master’s Thesis

### Credits
- 30 ECTS
- 30 ECTS
- 30 ECTS

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## International Ranking and Accreditations
In the 2018 QS Subject Ranking, Communication and Media Studies at Aarhus University are ranked 35 in the world. Furthermore, Aarhus BS holds the distinguished international AACSB, AMBA and EQUIS accreditation, the latter applying to the school’s Department of Management and Department of Economics and Business Economics.

## 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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### Place of Study
- Aarhus

### Annual Tuition Fee
- EU/EEA/Swiss citizens: FREE
- Others: EUR 10,000

### Contact
- [masters.au.dk/corporatecommunication](https://masters.au.dk/corporatecommunication)

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*Fees are subject to change. See studyguide.au.dk*