

MASTER OF SCIENCE IN ECONOMICS AND BUSINESS ADMINISTRATION MARKETING, GLOBALIZATION, AND COMMUNICATION

FACULTY OF SOCIAL SCIENCE



PROFILE

This master's programme seeks to provide students with knowledge and skills for marketing, development and communication in an increasingly globalized market. Key competences in a global world are communication, creativity and innovation. Therefore, based on state-of-the-art knowledge, the programme provides the students with analytical skills in contemporary marketing, communication and business development and how to apply these skills in various market contexts. Such competences include:

- skills for analyzing contemporary relationships between marketing and culture and managing similarities and differences between different cultures
- ability to understand and navigate the fundamental social and cultural principles and logics that spur processes of globalization and their consequences for markets and consumers
- the application of contemporary principles of brand management in a globalizing experience economy
- analytic and managerial skills to address the communicative challenges of contemporary corporations – public as well as private.
- knowledge of international entrepreneurship and how entrepreneurship feeds into business development in international markets
- knowledge of the development of new

products and processes when firms face uncertainty and spurious products in global markets.

The programme is founded in the internationally-recognised research competencies in the three research groups Consumption Studies, Strategic Communication and International Market Strategy all at the Department of Marketing and Management

Students have the possibility to develop further competencies according to their own choice. One semester is devoted to electives chosen either from courses supplementary to core disciplines or from other specialization courses offered by the School of Business. Finally, as an alternative but highly encouraged option, electives can be taken by spending a semester at one of our partner universities around the world.

CAREER PROSPECTS

All professional careers pertain especially to corporations working in international or global markets

- marketing manager or assistant marketing manager
- product or assistant product manager, including product development executive
- brand management executive
- communications executive in larger corporations
- advertising executive in the advertising and communications sector

- consultant in market and product development
- market researcher
- academic research and teaching

STRUCTURE

60 ECTS = 1 year's workload

COMPULSORY COURSES:

Autumn:

- Marketing & Culture 10 ECTS
- Brand Management 10 ECTS
- International Entrepreneurship 10 ECTS

Spring:

- Globalization Processes 10 ECTS
- Corporate Communication 10 ECTS
- Product and Innovation Management 10 ECTS

In addition to compulsory courses, the degree consists of 30 ECTS elective courses as well as a Master's thesis counting 30 ECTS

ELECTIVE COURSES

Management as communication:

- Organizational Communication
- Human Resource Management

Marketing Research (in Danish):



- Kvalitativ markedsundersøgelse
- Kvantitativ markedsanalyse

Marketing:

- Internationale Markedsrelationer (in Danish)
- Forbrugsstudier (in Danish)
- International Marketing Channels
- Service Management
- Business Development and Innovation Management
- Applied Marketing Strategy

Strategy:

- Foundations of strategy
- Applied strategy

Organization and management:

- Foundations of organization
- Applied organization
- Value chain design
- International Management
- Technology and Innovation Management
- Information Technology Management

Economics:

- The economics of globalization
- Economic integration

Changes in the optional courses can occur.

ENTRY REQUIREMENTS:

A complete undergraduate degree in Business Administration (approx. 3 years of study at university level which is roughly equivalent to a Danish Bachelor's degree). The main field of the undergraduate degree must include subjects within the areas of 1) Economics, 2) Business Economics and 3) tool subjects (e.g. Introductory Programming and Data Processing, Mathematics, Statistics, Quantitative Methods and Business Law) where Business Law, Marketing, Financing, Macroeconomics, Managerial Accounting, Organisation Theory, Sociology and Statistics are most important. Please enclose course descrip-

tions: Aim of the course, main topics, year's workload/ECTS and literature as a minimum.

For *Non-EU/EEA citizens* the IELTS (or TOEFL) is necessary if your first degree was taken outside the European Union, Scandinavia, Switzerland, USA, Australia, or New Zealand.

IELTS with a score of min. 6.5 or TOEFL with a score of min. 575 paper based, computer based min. 230, internet based 88. PLEASE NOTE: The University of Southern Denmark has access to the IELTS Verification Service; therefore we accept the IELTS test results/score in copy. TOEFL is only accepted in original sent directly from the test centre or the educational testing service (ETS) before registration deadline.

EU/EEA citizens are not required to document their English skills but are of course expected to meet the language level in English required at graduate level.

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| TUITION FEES | For Non-EU/EEA citizens: Full Master's Degree (2 years) (120 ECTS) EUR 17,000. | REGISTRATION DEADLINES | Study starting 1 September: 1 March. EU citizens 1 May Study starting 1 February: 1 August. EU citizens 1 November | FURTHER INFORMATION | University of Southern Denmark, Odense The International Office Campusvej 55 DK-5230 Odense M Phone: +45 6550 2072 Fax: +45 6615 7500 SDU homepage: www.sdu.dk Faculty homepage: www.sam.sdu.dk E-mail: int@adm.sdu.dk |
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