

BA IN MARKETING AND MANAGEMENT COMMUNICATION*

COMMUNICATION AND BUSINESS STUDIES



◀ I wanted a cross-disciplinary education 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 that I use extensively, as 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
Business Development Director

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

LINKING COMMUNICATION WITH BUSINESS STUDIES

The programme places its main emphasis on communication, and 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

In Communication in a Marketing Perspective, students are introduced to the basic principles of integrated marketing communication, public relations and branding. In Communication in a Management Perspective, students acquire insights into management and organisational communication and learn how to work with communication activities at the

corporate level, for instance designing communication flows and planning organisational seminars and events. In Communication in a Global Perspective, students become familiar with central aspects of globalisation and acquire skills that enable them to handle communication activities from a cross-national perspective.

BUSINESS STUDIES

Economics provides insights into basic economic principles and their applications and developments in a corporate, national and global context. Marketing and Consumer Behaviour initiates students in 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 are well placed to apply for jobs in organisations with English as corporate language, and to join international management, marketing, public relations or branding teams.



PLACE OF STUDY

Aarhus

ANNUAL TUITION FEE

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

WWW

bachelor.au.dk/en/marketingandmanagementcom



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

BA IN MARKETING AND MANAGEMENT COMMUNICATION*

COMMUNICATION AND BUSINESS STUDIES

1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER	4 TH SEMESTER	5 TH SEMESTER	6 TH SEMESTER
Communication Theory	Communication in a Management Perspective	Communication in a Marketing Perspective	Communication in a Global Perspective	Electives	Project Management
Research Methodology	Corporate Discourse Analysis	Communication Planning and Measurement	Corporate Media		
Economics	Organisational Behaviour	Marketing and Consumer Behaviour	Accounting Introduction to Statistics		Bachelor's Project
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS

AARHUS BSS

Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University's four faculties. With approximately 14,000 full-time students, several thousand part-time students, more than 270 PhD students and more than 570 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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