

# MA IN CORPORATE COMMUNICATION\*

STRATEGIC COMMUNICATION FOR COMPANIES, INSTITUTIONS AND ORGANISATIONS

Communication is crucial to any organisation's success, and it begins with a strong, precise and creative strategy. The MA in Corporate Communication teaches students to design, manage and implement strategies from a communicative perspective.

## STRATEGIC INSIGHT AND PRACTICAL SKILLS

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

## COMPREHENSIVE AND NUANCED KNOWLEDGE

You will be equipped with a comprehensive and nuanced theoretical and practical skill-set within corporate communication. Through a number of compulsory courses, you will be introduced to areas such as Corporate Communication, Crisis and Change 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 strategic communication.

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.

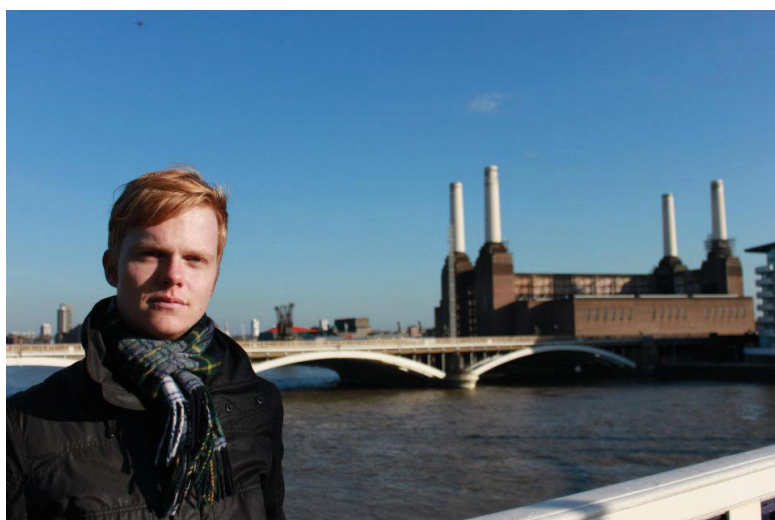
## CAREERS

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 in which our graduates have full responsibility for planning strategic communication with internal and external stakeholders.

➤ I chose the MA in Corporate Communication because it gave me the chance to get a flexible Master's degree in communications, coupled with AU's special international emphasis. I work as Communications Officer at the Danish Ministry for Children and Education, and the skills I acquired in assessing the organisation's environment, stakeholders, target groups and issues are invaluable in my job for creating content for internal and external media.

### THOMAS BECH HANSEN

MA in Corporate Communication  
Communications Officer, Embassy of Denmark, London



### PLACE OF STUDY

Aarhus

### ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE  
Others: EUR 10,000

### WWW

[masters.au.dk/corporatecommunication](http://masters.au.dk/corporatecommunication)



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1 <sup>ST</sup> SEMESTER	2 <sup>ND</sup> SEMESTER	3 <sup>RD</sup> SEMESTER	4 <sup>TH</sup> SEMESTER
Corporate Communication	Corporate Communication in Change and Crisis Situations	Integrated Marketing Communication or HR Communication or Project-Based Study	THESIS
Strategic Management of Organisations in a Communicative Perspective	Stakeholder Relations		
Scientific Methods	Electives	Elective	
30 ECTS	30 ECTS		30 ECTS

## INTERNATIONAL RANKING AND ACCREDITATIONS

In the 2016 QS Subject Ranking, Communication and Media Studies at Aarhus University is ranked 34 in the world. Furthermore, Aarhus BSS 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 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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