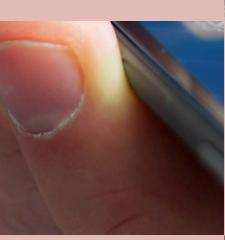
Cand.merc.





Business and Social Sciences

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MSc in Economics and Business Administration - Marketing, Social Media, and Digitalization



Cand.merc. / Master of Science in Economics and Business Administration - Marketing, Social Media, and Digitalization

Profile

Due to the erosion of traditional marketing channels, firms more and more invest in social media and digitalization to efficiently get in contact and emotional long-term relationships with their customers. Thus, organizations and industries in the future tremendously demand managers who understand how social media and digitalization can be used as a strategic instrument for increasing brand and firm value to ensure competitive advantage.

This program exactly gives you the demanded know-how that enable you to become such a leading manager in organizations and provides excellent job opportunities.

The profile offers courses in social media networks and marketing communication, digital business and marketing, consumer behavior, project management, and competitive strategy. In addition, you get methodological skills in qualitative as well as in quantitative research and you can choose between several electives offered especially for this program such as brand management and marketing strategy as well as electives from other master studies.

Overall, the program focuses on developing intensive know-how, i.e. the ability to perform detailed and comprehensive analyses and derive managerial valuable solutions.

The profile runs in eight quarters over two years. Each quarter contains two courses. You will have up to 8 lectures per week. The number of students in the courses allows intensive interaction with the professor lecturing as well as discussions among the students.

Why choose Marketing, Social Media, and Digitalization?

There are many good reasons for choosing this programme. Read about them below.

 The program offers a combination of
a) a general Master in Economics & Business and

b) a specialization in Marketing, Social Media, and Digitalization

 You achieve full qualifications for many job markets (e.g., marketing, social media, brand management, strategy and leadership, project management).

- You get demanded know-how that enable you to become a leading manager in organizations and thus have excellent job opportunities afterwards.
- The achieved qualifications are readily employable in your first job, but can be also used in the long run
- The program has many international cooperation partners and uses hot topics from the industry within its classes

Examples of job titles within the specific field of Marketing, Social Media, and Digitalization are:

- Social media specialist and/or coordinator
- Brand community manager
- Digital strategist
- Brand manager
- Market researcher
- Marketing coordinator
- Project manager
- Personal assistant for CEO
- Management consultant
- Area sales manager
- Entrepreneur/business developer
- University researcher/Professor

Examples of elective courses

5. & 6. quarter - see the Programme overview.

- Corporate Social Responsibility, 7.5 ECTS
- Brand Management, 7.5 ECTS
- Entertainment Markets and Business, 7.5 ECTS

Changes in elective courses can occur

Entry Requirements

A complete undergraduate degree in Economics and Business Administration. The programme must include 75 ECTS courses covering the disciplines within economics and business administration. In particular, each of the following subjects must be included with at least 5 ECTS: Microeconomics or Managerial Economics, Accounting, Corporate Finance, Marketing, Organizational Theory, Statistics, Additional methods for analysis of data (qualitative and/or quantitative. Collection of data may be a small part of this).

If your degree is not from a university, you must also have 5 ECTS Theory of Science and/or Scientific Methodology and Methods from a university.

When applying, please enclose course descritions: Aim of the course, main topics, year's workload/ ECTS and literature as a minimum.

Restriction in number of places

Please note that there is a restricted number of places.

Language requirements

A good standard of English is required because teaching at the University typically involves student participation, class discussion and student presentations.

A minimum IELTS score of 6.5, a TOEFL score of 88 or a minimum CAE score of C is required.

If you as an EU/EEA citizen can document this level of English by way of secondary school diploma, you may be exempted from the English language test (minimum 210 full hours of English language classes at high school level are required).

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 the registration deadline.

This programme is accredited by ACE Denmark.

Programme overview

Study start 1st September.

7. & 8.	Master's Thesis	
quarter	30 ECTS	
5. & 6.	Electives (potential stay abroad and Project-oriented Study in an organization)	
quarter	30 ECTS	
4. quarter	Seminar in Marketing, Social Media, and Digitalization 7,5 ECTS	Digital Business and Marketing 7,5 ECTS
3.	Strategy and Competition	Quantitative Market Research Methods
quarter	7,5 ECTS	7,5 ECTS
2.	Project Management	Consumer Behaviour
quarter	7,5 ECTS	7,5 ECTS
1. quarter	Social Media Networks and Marketing Communication 7,5 ECTS	Methodology of the Social Sciences and Qualitative Methods 7,5 ECTS

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Further information

This programme is offered at the University of Southern Denmark, Esbjerg

The International Office Niels Bohrs Vej 9 DK-6700 Esbjerg Phone: +45 6550 1103 E-mail: studieservice-es@sdu.dk

Tuition Fees

International applicants from countries outside the EU/EEA has to pay tuition fee for a full Master's Degree (2 years) (120 ECTS) EUR 17,000. For students participating in an exchange programme - tuition fees will not be charged. For students not participating in an exchange programme or in a bilateral agreement - tuition fees will be charged.

Registration deadlines

Study starting 1 September: EU/EEA citizens 1 March Non-EU/EEA citizens 1 February Study starting 1 February: EU/EEA citizens 15 October Non-EU/EEA citizens 1 September Application Fee

Please be aware that Non-EU/EEA citizens are required to pay an application fee of 100 euros when applying for admission to programmes. The application will not be processed before your payment has been received.

Programme homepage: www.sdu.dk/marketingandsome

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samfundsvidenskab.sdu

@samfundsvidenskab_sdu

Professor Oliver Schnittka Study coordinator and researcher in marketing, branding, and social media.

"The profile in Marketing, Social Media, and Digitalization focuses on managing the marketing of brands and organizations in diverse industries. The social media and digitalization sector is one of the fastest growing management sectors in the future and not many people have specific knowledge about this area on a high academic level enabling them to tackle complex problems. This implies excellent career opportunities. Exemplary, latest studies by Forbes show that six out of ten marketing management jobs in the future will focus on social media and digitalization competences. Overall, the courses on the study in Marketing, Social Media, and Digitalization combine theory and practice to ensure a solid theoretical basis and tools readily employable in your first job."