

The Master's programme in Culture, Communication & Globalization (CCG)

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Requirements

- A relevant bachelor's degree (BA, BSc, BBA, BEcon)
- Good, very good, or excellent grades in relevant disciplines
- AAU English language requirements (all teaching and communication at the CCG is in English):
 - IELTS (academic test): 6.5
 - TOEFL (paper-based): 550
 - TOEFL (computer-based): 230
 - TOEFL (internet-based): 80
 - Cambridge ESOL: C1

Exceptions (language):

 - bachelor's degree in English from either Australia, the UK, Ireland, USA, New Zealand, South Africa, Canada, or Denmark.
 - Erasmus/exchange students may enclose a letter from their home university confirming their level of English proficiency.



Modules and exams at CCG

1st semester (autumn)	<ul style="list-style-type: none">* Project (thematic frame: 'Globalization and multiculturalism'; basis: four courses; oral exam)* Philosophy of Science and Methodology (active satisfactory participation exam)* Academic communication (oral exam) <u>or</u> Topic Study (written, take-home assignment) <u>or</u> Chinese Area Studies (CAS; oral exam)
2nd semester (spring)	<ul style="list-style-type: none">* Project (them. frame: 'Communicative aspects of globalization'; basis: four courses; oral exam)* Applied methodology (1-week assignment)* Topic Study (written exam) <u>or</u> CAS (oral exam)
3rd semester	<ul style="list-style-type: none">* 3 to 6-month internship in an organization or enterprise (2-week assignment) <u>or</u> studies abroad (exams at the given university)
4th semester	<ul style="list-style-type: none">* Master's thesis (oral exam).



Specialization in Chinese Area Studies

1st semester:
lecture series

5 ECTS

2nd semester:
lecture series

5 ECTS

3rd semester:
Internship on
China-related
topic

30 ECTS

4th semester:
MA thesis on
China-related
topic

30 ECTS



Project work

- 8-week courses followed by project work
- A major part of the total work load (20 ECTS)
- Written on a subject within the thematic frame
- Carried out in groups or individually
- 20/25 pages per student
- Under close supervision
- Individual oral exam based on the project report

Project writing course offered every semester



Four 'streams' of specialization

- **Market and consumption:** Market communication and consumer studies including *intercultural studies of communication* and culture
- **Organization and leadership:** Organizational culture and leadership incl. *intercultural understanding and multicultural leadership*
- **International relations:** International relations incl. political, economic, social and cultural affairs with a particular focus on *the global order*
- **Migration:** International migration and ethnic relations incl. problems relating to *migration movements, integration policies and ethnic relations*.

If desired, the stream is chosen by the early 2nd sem.
(by signing up for courses+exams)

Requirements for specialization:

One project, applied methods, topic study, internship, MA thesis



Courses offered, Autumn 2009

■ Market and consumption

- The Internet and International Marketing Communication
- Culture and Consumption

■ Organization and leadership

- Intercultural Competence
- Organizational Leadership and Communication

■ International relations

- The United States and Global Politics
- Conflicting Perspectives: North/South relations

■ Migration

- Policies of Integration and Diversity
- Migration and Globalization

■ Core courses

- Globalization
- Nations and National Identities
- Philosophy of Science and Methodology

■ Additional/optional

- Academic Communication, PBL-Project Writing, Society, Politics & Internationalisation, Introduction to Intercultural Communication, CAS lectures



Courses offered, Spring 2010

- **Market and Consumption**
 - Branding and Experience Economy
 - Non Profit and Public Marketing
 - Applied Methods workshops
- **Organization and Leadership**
 - National Culture and Organization
 - Crisis Communication
 - Applied Methods workshops
- **International Relations**
 - The Global Order in Flux
 - Americanization and Anti-Americanisms
 - Applied Methods workshops
- **Migration**
 - Migration Processes and Integration
 - Transnationalism and Borders
 - Applied Methods workshops
- **Core courses**
 - Globalization, Communication and Identity
 - Communicative Aspects of Global Processes
- **Additional/optional**
 - PBL-Project Writing, CAS lectures



Tailoring an academic profile, 1st sem. examples

Generalist profile

- Globalization
- Nations and National Identities
- Intercultural Competence
- Culture and Consumption

- Phil. of Science and Method.
- Basic concept courses
 - Intercultural Communication
 - Society, Politics and Internationalisation
 - Project Writing
- Academic Communication

Specialist profile ('Migration')

- Globalization
- Nations and National Identities
- *Policies of Integration and Diversity*
- *Globalization and International Migration*

- Phil. of Science and Method.
- Basic concept courses
 - Intercultural Communication
 - Project Writing
- *Topic study on migration*



Culture, Communication and Globalization

Homepage:

<http://www.ccg.aau.dk/>

Curriculum:

http://adm.aau.dk/fak-hum/studieordninger/pdf-studieord_ny_bek/ccg_07_english.pdf

Application for enrolment:

<http://studyguide.aau.dk/apply>