



**AALBORG UNIVERSITY**  
DENMARK

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## **Culture, Communication and Globalization**

*An International Two-Year Master Degree Programme*

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**AALBORG UNIVERSITY**  
DENMARK

# Culture, Communication and Globalization

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**An International Two-Year Master Degree Programme**



## Culture, Communication and Globalization

An international two-year Master Degree Programme in English, focusing on communicative and cultural as well as social and political aspects of global processes in areas such as market communication, consumption, organizational dynamics, international relations, migration and ethnic relations.

If you are looking for a Master's programme that does not only provide you with high-quality education with a strong international profile in the subjects central to the demands of today's world but also trains you in solving the problems posed by these rapidly changing demands, consider the 'Culture, Communication and Globalization' programme.

If you are interested in having an active role in designing your personal academic profile and not only acquiring but also producing knowledge in the areas highly relevant to many contemporary professional settings, then you will appreciate interdisciplinary, problem-based learning which is a trademark of Aalborg University.

The 'Culture, Communication and Globalization' programme will provide you with an opportunity to gain MA academic credentials at a well-esteemed Scandinavian university in the egalitarian study tradition and multicultural student environment that will guarantee you enriching educational and social experiences.



**Nicole Nueki Opata**

CCG student, 'International Migration and Ethnic Relations' stream, Germany

*"As a CCG student you are able to study in an international environment. I am glad for my friends who come from Finland, Denmark, America or Kenya and Nigeria. It is remarkable how fast we all got used to communicate with each other in English and even though it is not the mother tongue for all of us it did not affect the depth of our relationships. Working with internationals enabled me to consider global issues from a different angle as well as to learn insider perspectives into challenges that countries face in the globalised world."*

### Tailoring your academic degree

The MA in Culture, Communication and Globalization provides rich opportunity for creating a degree with a strong personal profile. The programme offers four streams of study:

- **Consumption and Market Communication:**  
*Offers students the possibility of thoroughly studying particular aspects of market communication and consumer behaviour from both local and global perspectives. Students are offered courses related to market communication and consumption and joint courses on the themes related to globalization, multiculturalism and research methods.*

- **Organization and Leadership**  
*Offers students the possibility of thoroughly studying particular aspects related to organization and leadership challenges in a cross-cultural perspective. Students are offered courses related to organization and leadership and joint courses on relevant themes related to globalization, communication and research methods.*

- **International relations and the global order**  
*Offers students the possibility to explore key theories, concepts and issues relevant for the study of contemporary International Relations. Students are offered courses that encourage inter-disciplinary and comparative as well as thematically and geographically broad approaches to the study of world politics and joint courses on relevant themes related to globalization, communication and research methods.*

- **International migration and ethnic relations**  
*Offers students the possibility for advanced study of policies, practices and responses related to international migration management and the social cohesion of societies increasingly affected by globalization. Students are offered courses that focus on theoretical and practical understanding of immigration trends and ethnic relations and joint courses on relevant themes related to globalization, communication and research methods.*

You may choose to specialize in one of the study streams mentioned above by following the courses offered within the streams. You may also select and follow the courses across the streams designing a broader academic profile in the field of Culture, Communication and Globalization.



**Martin Gajarský**  
CCG student, 'Market Communication and Consumption' stream, Slovak Republic

*"I enjoy the possibility to make my own mixture of courses, because I think that's exactly what university studies should be about. On the one hand, you get the ability to focus on the problems*

*you find interesting and important while the university provides you with the knowledge and skills to analyze and take part in solving them. On the other hand, by having to pick the courses yourself you are taking responsibility for these choices and this way you are being prepared for the choices you will have to make in your future life and career. This way I think the possibility to customize your studies at CCG helps you become more mature and builds character."*

On your third semester of the programme, you can tailor your degree further by choosing an internship in Denmark or in another country. This would give you an opportunity to apply the knowledge that you gained through your courses in the hands-on experience of working in an international professional environment. Alternatively, you may choose to build upon already acquired knowledge by following for one semester another programme, at Aalborg University or at another university, specializing in your area of study.

## Problem-based learning

A trademark of the 'Culture, Communication and Globalization' programme (and Aalborg University) is its unique pedagogic model of teaching: the problem-based, project-organized model. During the semester this method is supported by courses, group work and project work that revolve around complex real-life problems which students investigate and try to find answers to in scientific manners.

In close dialogue with an academic supervisor you will select an area of interest, identify and formulate a problem that you will tackle in your project. Further on you will



develop a theoretical and methodological framework for dealing with the issues in focus and carry out an independent exploration presented in a written report. This report will serve as the basis for an oral exam at the end of a semester.

Through this work you will not only study in depth a particular area relevant to your educational profile but will also acquire teamwork skills and the ability to work creatively which are in high-demand in professional situations and will give you a head start on the job market.

## Carrier opportunities

A Master's degree in Culture, Communication and Globalization will qualify you for jobs with focus on communicative, cultural, social and political aspects of global processes at both national and international levels, in private and public sectors, profit and non-profit organizations, academic and research institutions. Municipal and public authorities, non-governmental and political movements, national and European governments, diplomatic representations, international forums, HR and PR and marketing departments, universities and research centers can become your future workplace.

With an MA in Culture, Communication and Globalization from Aalborg University, the career opportunities will be many, including such positions as project manager, case officer, international marketing and communication manager, political-cultural consultant, educational instructor, researcher.

Information handling, marketing and public relations, advertising, tourism, intercultural communication, internal /external communication, human resources, policy development, fact-finding, analysis and administration are but a few of the fields in which there is a high demand for people with competencies in communication and culture, with social and political insight, and with an in-depth knowledge about on-going processes in an increasingly globalized world.



**Michael Ryan Andersen**

Master's Degree in Culture, Communication and Globalization. Business Policy Advisor, Head of Section, City of Copenhagen, Denmark

*"The City of Copenhagen was looking for an academic with an international profile to assist in an OECD review*

*of the Capital Region of Denmark. I was responsible for research within the fields of creative businesses, attraction of international talent, entrepreneurship and urban planning. When the review was finished, I continued working as a Business Policy Advisor for the Lord Mayor in matters regarding creative businesses, attraction of international talents and investments and tourism.*

*Today, my main tasks are strategic policy development within these areas, where I elaborate suggestions for business policies, conduct strategic projects for improving the framework conditions for businesses and international talents. I also take part in different international business forums and working groups, where I represent the City of Copenhagen. My CCG background has been very useful in my job. First of all the ability to combine social and human science is crucial when you work with policy making. Where social science helps you understand structures and statistics, human science helps you understand people, relations and reactions. This is necessary in order to elaborate strategic policies and obtain successful changes. Furthermore, the international environment at CCG and an internship at the Danish Embassy in Brussels have given me a solid background for working internationally and with people of many different ethnicities, languages and cultures, in projects about attracting foreign talents and investments, but also on a daily basis with my 75 colleagues, who represent more than 15 nationalities and more than 20 spoken languages."*

## Admission requirements and application

Requirements for admission to the CCG Master's programme:

- a completed relevant Bachelor's degree in humanities or social sciences. Please note: eligibility will depend on the extent to which the degree falls within subjects relevant to the programme
- for Danish students, a minimum of B-level English language proficiency
- for Non-Danish students (native English speakers are usually exempted), successful completion of the following English language tests:
  - IELTS (academic test): 6.5      [www.ielts.org](http://www.ielts.org) or
  - TOEFL (paper-based): 550      [www.toefl.org](http://www.toefl.org) or
  - TOEFL (computer-based): 230      [www.toefl.org](http://www.toefl.org) or
  - TOEFL (internet-based): 80      [www.toefl.org](http://www.toefl.org) or
  - Cambridge ESOL: C1      [www.cambridgeesol.org](http://www.cambridgeesol.org)

The test has to be less than two years old. For further information about the language and other requirements please see the following website:

<http://www.apply.aau.dk/how-to-apply-postgraduate/entry-admission-requirements>

The Master's programme starts on September 1<sup>st</sup> each year.

Deadline for applicants requiring visa is March 15<sup>th</sup>. Deadline for applicants with EU/EEA citizenship and applicants from partner/co-operating institutions is May 1<sup>st</sup>.

Tuition fees are charged for non-EU citizens.

Please find application forms for download and more information about entry, admission requirements, procedures, deadlines and tuition fees at: <http://www.apply.aau.dk>

### Further information

More detailed information about Culture, Communication and Globalization can be found on the following website: <http://www.ccg.aau.dk>

For further information about Aalborg University and Culture, Communication and Globalization programme, please contact:

Student Counselor at Culture, Communication and Globalization, (+45) 9940 9819 - [ccgtourism@cgs.aau.dk](mailto:ccgtourism@cgs.aau.dk)

Or Aalborg University's International Office, <http://www.internationaloffice.aau.dk>

This brochure was edited in September 2012 by Julia Zhukova Klausen

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