

# MA in International Business Communication

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**MA IBC focuses on the relations between the organization and its customers and business partners established and maintained through communication and marketing processes. The core curriculum of MA IBC is designed to enable you to connect consumer insights and consumer data with international management, business and marketing strategy and marketing communication. You will also develop excellent communication skills in English that will enable you to engage effectively in relationship building and communication across markets and cultures.**

## Courses and content

### **Marketing processes in an intercultural perspective**

The MA IBC programme offers the opportunity to work with strategic planning of communication and marketing processes in companies and to learn how they relate to the company's resources, its environment and the current market situation. You will also gain insight into the relation between market planning and strategy and the company's communication and overall business strategy.

You will obtain an understanding of the relationship between consumption and culture, and how research in consumer behaviour and consumer analysis can be used for the development of branding and market strategies. The focus is on intercultural differences in consumption and their consequences for marketing. Furthermore, you will obtain an understanding of cultural differences at both an organisational and a societal level and how such differences influence e.g. communication, management behaviour, business cooperation and mergers.

You will work with cases such as the evaluation of whether an international company should devote its efforts to globally or locally adapted marketing or the analysis of the organisational and managerial issues that follow an international acquisition.

### **Markets and consumers across cultures in theory and practice**

You will work with theories of management cultures in different parts of the world, intercultural management and business cooperation, consumer sociology, globalization processes, branding, and intercultural marketing. You will obtain a solid theoretical knowledge, various tools and models and learn how to apply these in order to identify, analyze and solve problems within the area of intercultural marketing.

### **Intercultural communication**

In multicultural organisations people have different linguistic and cultural backgrounds which can easily lead to misunderstandings when communicating. Furthermore, in many multicultural organisations English is the lingua franca i.e. the common language of communication between people who do not necessarily have English as a native language.

Targeting the communication to your audience is therefore important to ensure that everyone gets the information intended and needed. You will learn to analyse and produce texts within different genres that are found in international organisations and how to target your communication to audiences and manage communication through social media. You will work with management information and stakeholder communication and learn how to share knowledge and information through hands-on experience with the analysis and production of communication.

## **Professional communication and English**

You will also have the opportunity to develop further your communication skills – both written and oral – in English. The programme aims to provide you with the competences of a professional communicator at both a strategic and a practical level. You will not only be able to identify communication needs in an organisation, to develop a strategy in order to fulfil these needs, to implement this strategy but also to produce professional communication in English.

You should also be aware that you will be evaluated on your English skills both when it comes to form and content and not least how well you manage to target the message to your audience.

MA IBC collaborates with the master-level programme **Kandidat i interkulturelle markedstudier** offered at the University of Copenhagen, so in some courses the study environment brings together students from CBS and the University of Copenhagen.

## Structure

MA IBC is a two-year master's programme that is divided into 4 semesters. The autumn semester runs from September through November with exams in December and January; and the spring semester from February through April with exams in May and June.

First and second semester consist of compulsory courses, third semester of elective courses and fourth semester completes the programme with the master thesis.

## Course Overview

The first semester offers an obligatory choice between the courses Marketing Strategy in an International Perspective and Organisational Communication.

We recommend that you choose the course which to the greatest extent offers insights that you have not already covered in your bachelor's degree.

1. semester	2. semester	3. semester	4. semester
International Strategic Management (7,5 ECTS)	Consumer Culture and Communication (7,5 ECTS)	Electives / Internship / Exchange (30 ECTS)	Master's thesis (30 ECTS)
Cross-cultural Management (7,5 ECTS)			
Communication Management (7,5 ECTS)	Business to Business Sales and Relations Management (7,5 ECTS)		
Marketing Strategy and Planning in an International Perspective (7,5 ECTS) or Organizational Communication (7,5 ECTS)	Visual Communication (7,5 ECTS)		
	Project in International Business Communication (7,5 ECTS)		