INTERNATIONAL BUSINESS COMMUNICATION IN SPANISH

INTERNATIONAL BUSINESS COMMUNICATION IN SPANISH – IN BRIEF

The programme focuses on the combination of Spanish language, international market communication and public relations, in general and in relation to the foreign language area. Students acquire solid competences in Spanish language usage, language comprehension and translation. They achieve theoretical and practical competences within the areas of corporate image and identity, public relations and strategic communication, web and social media, global and intercultural communication and dissemination. Students can work independently and in groups, applying both process and solution oriented approaches. In addition, they learn how to transfer their knowledge into practice, i.e. in project work and during internships in a Danish or international enterprise, in which they practice their foreign language skills and work with an international dimension.

WHAT DO GRADUATES FROM INTERNATIONAL BUSINESS COMMUNICATION IN SPANISH CONTRIBUTE TO THE EMPLOYER?

The graduates enhance the performance of Danish and international enterprises in international markets. Making use of their competences within Spanish, communication, public relations and marketing, the graduates can operate and develop the market communication activities of enterprises. They can enhance export promotion and consolidation efforts in Spanish-language and global markets. They can also ensure professional strategic communication activities in both Danish and international markets, and be in charge of relations with business partners and customers. Based on their Spanish language skills, they can also handle and ensure the good quality of documents for internal and external use, translate business texts into Spanish and independently compose business texts in Spanish.

WHERE ARE GRADUATES FROM INTERNATIONAL BUSINESS COMMUNICATION IN SPANISH EMPLOYED?

Graduates from International Business Communication in Spanish work within both the private and the public sectors. The graduates work in the field of education and in manufacturing companies as well as in commercial and retail enterprises. In these contexts, the graduates work with a wide range of tasks, including Spanish teaching, marketing, project management, corporate communication and public relations. The graduates hold positions such as marketing and communications manager, project coordinator, area export manager, teacher, consultant and project manager.

SPECIALISATION: LATIN AMERICAN STUDIES

This specialisation focuses on Latin American affairs. The specialisation includes contemporary and historical themes and issues, the development of Latin America, relations between Latin America and the surrounding world, Latin America’s position in and its influence on the world economy, and other global affairs.

SPECIALISATION: ORGANISATION AND MANAGEMENT

This specialisation focuses on organisation and management, communication and intercultural competence, and on organisational culture and crisis communication.
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**CAMILLA RØRBÆK COMMEROU**
Project Coordinator and Executive Assistant at D’Wine ApS

D’Wine ApS imports Spanish quality wines from small and medium-sized wine merchants. Camilla undertakes a large variety of tasks in the company, some of which are supplier contact, translation, customer contact, updating of website, screening for new wines and wine reviews, as well as the coordination of travel in Spain.

“I use the qualifications from my education in my daily contact to the wine merchants when communicating both by telephone and email, and in connection with my translation work.

I acquired most of my Spanish language skills at Aalborg University. As regards many of my other work tasks, I draw in particular on my experience from student jobs, or on competences I have picked up here at D’Wine.”

Kristian Ishøy, Owner of D’Wine:

“We have already had another employee with the same education as Camilla, so we had an idea in advance of what to expect: We expected to get an employee who was able to work with structured projects and to keep several balls in the air, based on the AAU philosophy regarding teamwork and projects. We also expected a certain level of linguistic competence. Camilla has definitely fulfilled our expectations.”

**TINNA BOHN HOLMAGER**
Marketing and communications manager at Skovbo-Ren ApS

Skovbo-Ren ApS is a wholesale company that sells cleaning products and cleaning tools etc. Tinna is responsible for all corporate marketing, and she advises the management in relation to legal documents, business issues and supplier management.

“My education has equipped me to work with both the strategic as the executive aspects, which means that I can ease the workload of my employer. I can put myself in the customer’s place and find the best way for us to appeal to them in our marketing campaigns. I also search for business opportunities that will benefit the company and create growth and an increase in sales turnover.

My education has also prepared me to quickly seek new information and study issues in detail, and it didn’t take my employer long to see the benefit of this.”

Annika Skovbo, Director and salesperson at Skovbo-Ren ApS:

“Tinna has extensive knowledge of many areas of marketing. Because of this I can consult with her and do not need to hire an external consultant as I did in the past.

In the beginning we didn’t quite know what to expect because we had never before had a member of staff with a university degree. Tinna’s CV listed her areas of expertise, and when these were translated to our needs and implemented in the company, I would say our expectations were definitely fulfilled.”

**PROBLEM-ORIENTED PROJECT AND GROUP WORK**

Students at AAU work in groups to prepare major problem-based projects, cf. the Aalborg model for problem-based learning. Emphasis is placed on students collaborating to identify, analyse and solve authentic problems, using both theoretical and practical approaches - often in collaboration with external partners. This provides the company with access to new knowledge, and the students become more familiar with their future work situations. The result is that the graduates are prepared to take on work tasks from day one. From the very beginning, they are able to address problems in practice, work in teams and in inter-disciplinary contexts, report work results orally and in writing, communicate issues etc.