INTERNATIONAL BUSINESS COMMUNICATION
IN GERMAN

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IN GERMAN – IN BRIEF

The programme focuses on the combination of German language, international market communication and public relations, in general and in relation to the foreign language area. Students acquire solid competences in German 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 GERMAN CONTRIBUTE TO THE EMPLOYER?

The graduates enhance the performance of Danish and international enterprises in international markets. Making use of their competences within German, 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 German-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 German language skills, they can also handle and ensure the good quality of documents for internal and external use, translate business texts into German and independently compose business texts in German.

WHERE ARE GRADUATES FROM INTERNATIONAL BUSINESS COMMUNICATION IN GERMAN EMPLOYED?

Graduates from international business communication in German work primarily in the private sector, holding jobs within commercial and retail enterprises, IT companies and production and export companies, and in the energy sector. Graduates undertake a variety of tasks, including project management, sales promotion, translation and text production, IT-related tasks, PR and marketing, as well as dissemination and communication. Graduates hold positions such as sales and marketing managers, product managers, consultants, digital content managers, data coordinators, communications officers and project coordinators.

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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NADIA MYRRHØJ
Head of sales and marketing at Bubetti and Piedi

Bubetti and Piedi operate within product development, marketing and sale of footwear. Nadia is responsible for sales in Denmark, the marketing of the company’s brand and shops, the maintenance of the company’s web shop and the preparation of newsletters and other marketing material.

“I use my knowledge of image and identity to create a certain feeling about our brand, e.g. through image campaigns and storytelling; in my work with the web shop I also draw on my knowledge of design and user friendliness.

Currently, we are entering the German market, and I am responsible for our German customers; in this work, I benefit from my language skills and, not least, my understanding of cultural issues.”

Jesper Myrrhøj, Director of Bubetti and Piedi:

“With Nadia on board, the company has achieved a greater overview of our planning of a more long-term business and communication strategy. This, in combination with her ability to think innovatively, organise and set up systems, contributes in particular to the company’s development.

We have managed to prepare a long-term strategy for the company’s vision, and are benefiting greatly from Nadia’s experience with the preparation of marketing material and her knowledge regarding communication strategies, for instance through a focus on creating more value for the customer and seeing things from the customer’s perspective. This has contributed to an increase in sales and greater visibility in the market.”

KIKKI KONGERSLEV
General Manager at DanCenter & Danland in Løkken

DanCenter Løkken rents out approximately 170 holiday houses and holiday apartments, with approximately 80% of the guests coming from Germany. Kikki is in charge of the day-to-day operations of the office.

“On a daily basis I use a large number of the skills I acquired at AAU, quite unconsciously. In particular the ability to keep a sense of perspective, as well as coordinating skills, language and cultural skills and communication skills in general.”

Ruth Andersen, Owner consultant and previous area manager at DanCenter Løkken:

“Our members of staff have many different educational backgrounds, and Kikki is our only staff member with a university degree.

With this background she has contributed to the office with ‘drive’, German skills, ideas of problem-based solutions and the development of new or different work processes.

She sees things from different perspectives, and especially her ability to think things through and to assess the consequences of things that happen are extremely valuable to the tourist industry.

Graduates from the AAU are often good to handling issues and finding sustainable solutions.”

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.