

Handelshøjskolen, Aarhus Universitet

Certificate to testify that

JULIE BAUER LARSEN

Pers.Code No 010683-

on 28-08-2008 has been awarded

**THE MASTER OF ARTS DEGREE IN INTERNATIONAL BUSINESS
COMMUNICATION
MACC
INTEGRATED MARKETING COMMUNICATION PROFILE**

Aarhus, 14.10.2008



Central Registry



Vice Dean, Director of Education



	Grade	ECTS-Grade	13-scale	ECTS
OBLIGATORY COURSES				
Corporate Communication I and Stakeholder Relations	7	C	9	20
Strategic Management of Organisations	7	C	9	10
Corporate Communication II	10	B	10	10
SPECIALISATION COURSES				
Integrated Marketing Communication and Public Relations profile I	7	C		20
Integrated Marketing Communication and Public Relations profile II	12	A		10
ELECTIVES				
Human Resource Management	10	B	10	10
Investor Relations	7	C	9	10
MA-THESIS				
Title:	12	A		30
Volunteers as the Target Audience for Internal Communication at the Danish Red Cross				
OVERALL AVERAGE				9.2
THE PRESCRIBED WORKLOAD OF THE PROGRAMME				120

Marianne Rasmussen

Aarhus, 14.10.2008

Central Registry

