

Study Guide

International Semester at the Danish School of Media and Journalism in corporate communication

Theme:

Communicating Corporate Social Responsibility - Theoretical and practical approaches

WWW.DMJX.dk/international

Autumn semester begins August (week 34)

Spring semester begins January (week 4)

Why focus on communication of Corporate Social Responsibility?

Sustainability and Corporate Social Responsibility (CSR) are becoming key concepts for most organizations, and the demand for communication professionals with knowledge, skills, and competences within sustainability and CSR-communication has never been higher. Today, most companies and organizations are engaged in sustainability and responsibility initiatives – albeit in varying degrees – and as professional communicators we need to be able to manage and execute strategic CSR-communication in many different contexts, on many different platforms, and to many different audiences. Therefore, this semester is structured around the overall theme of Corporate Social Responsibility communication which we will explore and work with from several different perspectives. Common for the approaches explored is that we will focus on the intersection between communication and sustainability.

The semester contains three interconnected courses which progressively build on and elaborate knowledge, skills and competences within sustainability, CSR communication and sustainable innovation.

The objectives of this semester

Each of the three courses add to the overall objective of the semester, which is to provide students with professional competences within communication of sustainability:

- In the first course the leading objective is to give the students basic knowledge of CSR and sustainability communication focusing on the understanding of and the ability to identify, recognize and evaluate key concepts within the theme
- The second course aims to equip students with the knowledge and skills needed to identify and pursue opportunities for sustainable value creation, focusing on the practical exploration of the intersections between entrepreneurship and sustainability, and how sustainability can drive innovation and vice versa.
- The overall objective for the third course is to develop student's competences in the execution of CSR and sustainability communication including developing

sustainable communication briefs, creative concepts, and media strategies based on real CSR and sustainability cases.

On a personal level the objective of the semester is to

- Increase students' ability to manage dynamic processes and strengthen their inter-relational skills
- Develop student's' creativity, curiosity and capacity to act on ideas.
- Offer students the opportunity to establish lifelong professional and personal connections by being part of an international group of students from all over the world.

If you want to experience a semester of learning in CSR and sustainability communication where the didactics is based on collaborative classroom problem-based learning, this semester is perfect for you. By working in groups, you will develop both your communicative and collaborative skills, thereby developing the collaborative skills that are so highly demanded in today's job market.

Course overview	ECTS
Introduction Week (international students only)	
CSR: Concepts, strategies and communication of sustainability	10 ECTS
Sustainable entrepreneurship and business development	10 ECTS
Execution of CSR and sustainability communication	10 ECTS
TOTAL	30 ECTS

Introductory Week

The introductory week provides students with an insight into political, financial, social and cultural aspects of the Danish society through introductions to different institutions, structures, and media. The introduction aims at making international students familiar with their new study environment as quickly as possible.

International students will also be offered a Danish language course.

Course 1 - CSR: Concepts, strategies and communication of sustainability

In the first course, students will get an introduction to the concepts of Corporate Social Responsibility and Sustainability. In the course, students will learn about and work with different approaches to CSR and sustainability organizations and strategy. They will also work with CSR and sustainability communication, including challenges and opportunities related to CSR and sustainability communication, as CSR communication is its own unique genre within corporate, strategic communication. We will also be working with different ways of applying and incorporating CSR and sustainability in branding.

In order to equip students with the skills to meet the increasing demands to reporting about CSR, the course also includes a short introduction to ESG reporting and climate accounting standards from a communication perspective.

Examination

The course is assessed through an individual written exam paper, using the Danish 7-point grading scale (internal assessment). In order to participate in the final examination of the course, all assignments must be handed in on time and approved. Also, the student must participate actively throughout the course, and the student must meet the requirements for compulsory attendance and participation.

Course 2 - Sustainable entrepreneurship and business development

In the second course, students are introduced to sustainable entrepreneurship, innovation, and business development, with a focus on sustainable value creation. The course equips students with the knowledge and skills to identify and pursue opportunities for sustainable value creation, providing practical experience in the early stages of sustainable business development and innovation processes. Students will explore the intersection of entrepreneurship and sustainability, understanding how they can drive each other. Additionally, the course equips students with practical skills to contribute to change processes and navigate the complexities and ethical dilemmas inherent in sustainable business development. Through hands-on experience, students will gain the confidence and autonomy needed to actively participate in sustainability transitions.

Examination

The course is assessed through a written group assignment, using the Danish 7-point grading scale with internal assessment. In order to participate in the final examination of the course, all assignments must be handed in on time and approved. Also, the student must participate actively throughout the course, and the student must meet the requirements for compulsory attendance and participation.

Course 3 - Execution of CSR and Sustainability Communication

In the third course we focus on the execution of CSR- and sustainability communication. The students will be introduced to communications briefs and campaign-development processes, in the context of CSR and sustainability. Students will learn to define key insights, creative concepts and target audiences related to CSR and sustainability topics. The course also provides students with knowledge on media characteristics and possibilities, particularly related to communicating CSR and sustainability, and to sustainable media choices. The students will also acquire knowledge about how to set responsible KPIs and measure CSR-communication, all through hands-on experience with developing creative communication solutions for real life CSR and sustainability cases.

Examination

The course is evaluated using the 7-step scale, with internal assessment. The final exam is an oral group exam. In order to participate in the final examination of the course all assignments must be handed in on time and approved. Also, the student must participate actively throughout the course, and meet the requirements for compulsory attendance and participation.

Electronic classroom:

The school uses Itslearning for assignments and communication.

Examination rules and regulations are available via Study Office and here:

[Examination rules and regulations](#)

Here you can read about rules for participation, deadlines, re-examination and assessment.

For further information

DMJX student handbook:

<https://www.dmjx.dk/international/coming-denmark>

Level

Advanced undergraduate. Students must have a minimum of two years of studies in Communication and a high level of English. 5th semester communication students at the Danish School of Media and Journalism will be participating in the courses.

Admission

We offer about 20 places for international students, mainly from partner institutions of the Danish School of Media and Journalism, and young professionals.

How to apply

Visit www.dmjx.dk/international for the application form

Deadline for application

April 1 and October 1

For further information

Visit www.dmjx.dk/international for student handbook, international partners, Teaching methods and study culture.