



**LUND**  
UNIVERSITY

# MA in Applied Cultural Analysis

LUND UNIVERSITY, SWEDEN

- Master of Arts with a major in Applied Cultural Analysis
- 2 years, full time, 120 ECTS credits
- Joint programme between Lund University and University of Copenhagen
- Department of Arts and Cultural Sciences
- Lund Campus
- Application deadline: January 2018
- Programme start: August 2018

## Programme overview

Applied cultural analysis is a multi-disciplinary field of work and study that is heavily influenced by cultural theoretical perspectives and ethnographic methods coming from disciplines of study such as anthropology, ethnology and public folklore. It emphasises the teaching and implementation of strategies of collaborative engagement between university-trained scholars, and actors beyond the university system.

The programme aims to develop and deepen students' knowledge and skills within the field of applied cultural analysis. It emphasises the use of ethnography and cultural analysis as a means of helping organisations and businesses as well as municipal and community-based actors to develop their services, products and public outreach programmes. It does this while simultaneously working to enable those actors to find solutions to problems they may face as an aspect of their daily activities.

The programme will strengthen students' theoretical and methodological skills in anthropology-based ethnography while developing advanced understanding of different organisational contexts, as well as the demands these place on project management, communications and product development. Via work placement, field projects and the Master's thesis, you will be able to develop and target your skills to the specialised field in which you wish to work after completing your studies. The programme works in close cooperation with a number of clients from both the public and private sectors and NGOs.

## Special features of the programme:

- The programme is run in cooperation with the University of Copenhagen
- Lectures are held at both universities in the first year
- Students undertake work placements during the third semester
- Professors teaching on the programme specialise in the study of the cultural economy, tourism, cultural heritage, consumer culture, digital culture, food, etc.

## Programme modules/courses

**COURSES AND NUMBER OF CREDITS:** Introduction to Applied Cultural Analysis (7.5), Theoretical Traditions in Humanities and Social Sciences (7.5), Strategies for Composing Cultural Analysis (15), Strategies for Cultural Analysis (15), Fieldwork and Project Management (15), Specialisation (15), Understanding Organisations and Communication through Work Placement (15), Master's thesis (30).

## Career prospects

As an applied cultural analyst with the ability to help businesses develop their products and services, you can work in connection with the development of human resources and diversity management, on projects focused on marketing, branding and destination development issues, with NGOs on projects focusing on environmental issues, human rights and community development in public services and much more. During the programme you will collaborate with several external stakeholders and conduct a ten-week work placement.

## Entry requirements and how to apply

### ENTRY REQUIREMENTS

An undergraduate degree (BA/BSc) of at least 3 years, 180 ECTS credits, in humanities or social science or the equivalent. English Level 6 (equivalent to IELTS 6.5, TOEFL 90). See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on English proficiency levels.



"I like how multidisciplinary the programme is. It draws from traditional studies in anthropology and ethnography, but with a more contemporary approach to problem solving and critical thinking that borrows from a lot of disciplines. This programme gives you a great opportunity for academic, as well as personal, growth."

Renee Gonzalez, from USA





## HOW TO APPLY

1. **Apply online:** Go to [www.lunduniversity.lu.se/applied-cultural-analysis](http://www.lunduniversity.lu.se/applied-cultural-analysis). Click on "Apply" and follow the instructions for the online application at the Swedish national application website [www.universityadmissions.se](http://www.universityadmissions.se). Rank the chosen programmes in order of preference.

2. **Submit your supporting documents:**

- **General supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and *how* you need to submit them at [www.universityadmissions.se](http://www.universityadmissions.se).
- **Programme-specific supporting documents:** When applying for the Master's in Applied Cultural Analysis you also need to submit a statement of purpose, a CV and an English writing sample (it should be an excerpt – max. 3 pages – from your Bachelor's thesis or another academic text in English) with your application. In the statement of purpose, which should be about 1 page long, you should state why you want to study this programme, how it fits with your previous studies and/or work experiences and with your future career plans.

3. **Pay the application fee** (when applicable).

## SELECTION CRITERIA/ADDITIONAL INFO

Selection is made based on academic qualifications and the statement of purpose.

## TUITION FEES

There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens the tuition fee for this programme is SEK 100 000 SEK per year. For details on tuition fees, see [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)

## About the Department of Arts and Cultural Sciences

The Department of Arts and Cultural Sciences is a strong humanities environment. Here students and researchers are offered inspiring opportunities to combine a number of different subjects and cooperate across different disciplines. The department aims to contribute to dynamic theoretical and subject development within the field of cultural sciences through its research and broad selection of courses and programmes. It is also important to emphasise the transferable skills that students gain through their studies. An important part of the department's work is to promote humanities perspectives and the study of culture and all its various expressions and interpretations.

## About Lund University

Lund University was founded in 1666 and is repeatedly ranked among the world's top 100 universities. The University has 42 000 students and 7 400 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is the most popular study location in Sweden. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The compact university campus encourages networking and creates the conditions for scientific breakthroughs and innovations. The University has a distinct international profile, with partner universities in over 70 countries.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)

Ask questions and follow news at  
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## CONTACT

**Programme webpage**

[www.lunduniversity.lu.se/applied-cultural-analysis](http://www.lunduniversity.lu.se/applied-cultural-analysis)

**Programme Coordinator**

Charlotte Hagström, [charlotte.hagstrom@kultur.lu.se](mailto:charlotte.hagstrom@kultur.lu.se)

**Academic Advisor**

Anna Burststedt, [anna.burststedt@kultur.lu.se](mailto:anna.burststedt@kultur.lu.se)