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 during 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, marketing, 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.

“The reason I came here is because the programme is very unique. It combines anthropology with ethnography and focuses on applied knowledge, which is rare in other places. The programme is very practical and we do an internship.”

Hsiang-Yu Wang, from Taiwan
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 6/English Course B. See www.lunduniversity.lu.se for details on English proficiency levels.

HOW TO APPLY
1. Apply online: Go to the programme webpage www.lunduniversity.lu.se/applied-cultural-analysis. Click on “Apply” and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website. 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.
   • Programme-specific supporting documents: When applying for the Master’s in Applied Cultural Analysis you also need to submit a statement of purpose and a CV with your application.
4. 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

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 more than 7 680 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 Sweden’s most attractive study destination. 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 clear international profile, with partner universities in over 70 countries.

Learn more at www.lunduniversity.lu.se
Ask questions and follow news at facebook.com/lunduniversity

CONTACT
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Disclaimer: Changes may have been made since the printing of this fact sheet. Please see www.lunduniversity.lu.se for any updates.