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The University of Lugano and Copenhagen Business School launch cooperative venture - Collaboration brings international opportunities for Executive Master's Participants

Lugano (ots) -

The University of Lugano's Executive Master of Science in Communications Management (MScM) and Copenhagen Business School's Executive Master of Corporate Communications (MCC) announced a co-operation agreement aimed at broadening the international scope of their programs.

Under the cooperation agreement, the schools are developing common content in their programs. In addition, participants from both programs will take part in common lectures in Copenhagen and Lugano, and will attend the two-week summer session at the UCLA Anderson School of Management in Los Angeles, together.

"After eight successful years, MScM is now positioned to broaden its international scope. The cooperation with MCC will provide greater international opportunities for both MScM and MCC participants," said Nina Volles, MScM Managing Director. "It is a very good fit because participants in MScM and MCC have similar profiles: experienced communications managers who want to take their careers to the next level."

"We are very excited to work with the University of Lugano. This is a very positive step for our MCC Program. To meet the demands of companies for communication professionals who operate strategically in an increasingly international context, we are expanding the global reach of our programs through this cooperation. In addition to the academic side, it also offers a wider networking opportunity for participants in both programs," said Professor Suzanne C. Beckmann, Associate Dean of the MCC Program.

In addition to this cooperation, Copenhagen Business School, the University of Lugano and the Rotterdam School of Management will launch the Association of Corporate Communications Executive Education (ACCE) this year. This is a new professional alliance aimed at setting a new standard for post-graduate education in corporate communications.

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