



Minutes of the employer panel meeting MED SMC on May 23, 2025

Participants: Markus Löchtefeld, Claus Brøndgaard Madsen, Kasper Rodil, Luis Emilio Bruni, Daniel Overholt, Henrik Secher Jarlskov, Michael Harboe, Jesper Udesen, Simon Hansen, Bjørn Flindt Temte, Anne Christoffersen, Flemming Løvenhardt, Trine Dalsgaard

Unable to attend Kasper Løvborg Jensen, Olga Timcenko, Stefania Serafin, Henrik Schønau Fog

Item 1. Welcome and updates since last meeting.

Head of Studies Markus Löchtefeld and Head of Study Board Claus B. Madsen

Claus B. Madsen (CBM) welcomed to the employer panel meeting for Medialogy and Sound and Music Computing.

Markus Löchtefeld (ML) presented updates since the last meeting in the panel. In June 2023, the government reached a broad agreement with several political parties on master's degree programs. It includes the introduction of new 75 ECTS master's degrees and an increased focus on professional master's programs (EKA), where students work part-time while studying. The goal for 2032 is for 20% of students to enroll in EKA programs and 10% in 75 ECTS programs.

For the IT educations at AAU, this entails that 14% of all students admitted in 2028 should be in professional master's programs and 8% in 75 ECTS programs. Aalborg University (AAU) must also reduce the number of study places by approximately 10% due to unemployment and demographic changes. New programs such as Software (launched in 2020) and Computer Technology (launched in 2021) are not included in UFM's calculations, creating significant pressure on the available spots for master's programs. In December 2024, a new "1+2" professional master's model was introduced: the first year at the university (60 ECTS) with student financial support (SU), followed by two years of part-time work while completing an additional 60 ECTS.

The Dean's Office has decided that all 120 ECTS master's programs must offer a professional master's option. Furthermore, six master's and two bachelor's programs will be discontinued, including Service Systems Design and Lighting Design, with the last intake in 2027.

The study plan of the Medialogy programs has been changed, with an integration of SMC as a specialisation in Copenhagen, starting from fall 2025.

Item 2. Presentation round

All external participants introduced themselves and were invited to suggest a potential new title for the study program or consider whether "Medialogy" remains suitable with a subtitle indicating specialization.

Simon Hansen (SH): Argued that *Medialogy* is a strong name and should remain unchanged.

Michael Harboe (MH): Agreed that *Medialogy* is a good name, and noted that while it requires explanation, this can be beneficial as it helps the program stand out.

Jesper Udesen (JU): Supported keeping *Medialogy* as the name.

Henrik Secher Jarlskov (HSJ): Opposed changing the name but suggests a greater focus on communication and branding.

Bjørn Flindt Temte (BFT): Argued that there is a value in having to explain the name, as it provides an opportunity for branding. He proposed that one could add *Engineer* to the title (*Medialogy Engineer*) to maintain brevity while allowing for a pitch to clarify the program. Additional suggested alternatives for the program name include: *Digital Experience Engineering*, *Digital Experience & Innovation Engineering*, *Media Innovation & Experience Development*, *Applied Media Technology & Innovation*, *Digital Innovation Entrepreneurship*

Item 3. Discussion

- **Progression in the study plan BSc/MSc**
 - **Relevant software competencies for Medialogy**
 - **AI in Medialogy**
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ML asked the panel whether they view Professional Master's programs as an attractive option.

HSJ stated that it depends on the focus in the 1+2 semester structure. Ensuring students receive strong foundational knowledge is critical for their professional development, and if this is achieved, the program could be viable.

MH noted that his firm does not face hiring challenges, making the professional master's program seem too costly. However, in industries or cases where recruitment is more difficult, it could be a relevant option. This will be a general trend in the field.

BFT agreed with MH but pointed out that the university could potentially face a significant cost in communication and helping students secure spots. Additionally, there is a risk that students might be hired at a lower cost and treated worse than other employees. While his firm prefers fully educated candidates, this program could be beneficial for some companies.

JU highlighted the value of internship projects, which can benefit both students and companies. If the professional master's program follows a similar model, it could be successful. However, if the process is too complex, it will not work.

BFT expressed concerns that the program may be less attractive due to its part-time nature MH commented on a potential difficulty of filling available slots, fearing that significant resources could be wasted if demand is too low.

Discussion on Relevant Software Competencies for Medialogy

A significant proportion of Medialogy projects are currently done in Unity. The panel discussed whether this is beneficial.

BFT argued that the specific environment in which students learn is less important than their understanding of logic and structure. Fundamental reasoning skills matter more than the specific tools used.

HJ emphasized the need to understand underlying architecture. He stressed that students must strengthen their foundational skills rather than relying on AI tools for solutions. A solid basic understanding is essential.

MH noted that he hires Medialogy graduates specifically for their Unity expertise. He sees Unity as a valuable tool that enables creative development.

HJ commented that his experience with Medialogy students highlights the importance of the programs creative aspect. He warned that if the program is less creative, students might opt for a more traditional computer science education instead.

Discussion on AI in Medialogy

The panel was asked to consider the extent to which students should develop AI competencies and at what level.

MH emphasized that anyone capable of developing AI will find employment. However, using AI is also a central skill. He suggested that using and utilizing AI should be a core part of the education.

HJ noted that AI hype fluctuates, but over the next five years, having AI expertise will enhance students' job prospects. He recommended integrating AI-related topics into e.g. programming fundamentals in the education.

SH agreed, emphasizing the importance of maintaining strong foundational skills. While other programs may offer more specialized AI training, Medialogy students still need to understand basic AI principles. This is central for employment.

Additional Comments

Kasper Rodil (KR) announced that *Med X* will take place in Aalborg on May 28. The employment ambassador has successfully attracted companies to the event, including participation in poster sessions. All were encouraged to attend.

BFT commented that he sees Medialogy as probably the most ideal program for individuals like himself, as it is project-based and allows students to test solutions in a practical manner, making it less theoretical than other master's programs.

ML asked for panel members' opinions on the online format of this meeting and whether future meetings should be held in person, possibly in connection with *Med X*.

BFT suggested that the employer panel's first meeting should ideally be held physically

MH agreed, stating that physical meetings provide additional value.

ML confirmed that this possibility would be explored further, potentially aligning with the start of *Med X* in Copenhagen.

Item 4. Summary and conclusion

Head of Studies Markus Löchtefeld and Head of Study Board Claus B. Madsen

CBM thanked the panel for their participation and valuable input to the education
