



## Minutes of the employer panel meeting Mediatechnology on June 9, 2026

**Participants:** Lone Malmborg, Markus Löchtefeld, Claus Brøndgaard Madsen, Kasper Rodil, Henrik Knoche, Luis Emilio Bruni, Henrik Schønau Fog, Daniel Overholt, Amalia de Götzen, Andreas Møgelmoose, Darius Adam Rohani, Henrik Secher Jarlskov, Kasper Løvborg Jensen, Michael Harboe, Storm Bjørn Flindt Temte, Runa Sabroe, Begüm Becermen, Anne Christoffersen, Trine Dalsgard, Anne-Marie Rasmussen, Flemming Løvenhardt Petersen, Inaam Ramløse, Judi Stærk Poulsen.

**Unable to attend** Luca Simeone, Christoffer Lund Rasmussen, Andreas Berre Eriksen, Lara Casciola, Simon Hansen, Jesper Udesen.

### **Item 1. Welcome and introductions**

*By Head of Study Board Claus B. Madsen*

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Claus B. Madsen (CBM) welcomed the employer panel, after which all external participants introduced themselves.

### **Item 2. Approval of the agenda**

*By Head of Study Board Claus B. Madsen*

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CBM noted that the agenda was approved without comments

### **Item 3. Status of the Study Programs**

*By Head of Studies Markus Löchtefeld*

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Markus Löchtefeld (ML) introduced the Danish Master's Reform ("Kandidatreformen"), explaining that it is a political agreement from 2023 involving multiple parties. The reform includes the introduction of 75 ECTS master's programs and an increased focus on part-time industry master's programs (EKA).

ML explained that the national targets require universities by 2030 to admit 20% of students into EKA programs and 10% into 75 ECTS programs.

ML outlined the new EKA structure as a 1+2 model: one year of full-time study (60 ECTS with SU), followed by two years of part-time study combined with work. ML noted that the previous 4-year model had a high dropout rate, which led to the redesign of the program setup.

ML added that Medialogy aims to enroll 8 students in EKA program by 2028 and 10 students by 2030, and AAU requires the associated work to be study-relevant (approximately 25 hours per week). Students can transfer to

a full-time program if they lose their job.

Comments from the panel:

Henrik Secher Jarlskov (HSJ) commented that the timing of the reform is problematic, noting that junior professionals are currently being pushed out of the labour market due to AI. HSJ emphasized that future skills demand goes beyond simply being able to use AI tools.

ML agreed with the concern but pointed out that the reform is not a university decision.

Michael Harboe (MH) questioned why the program is not structured as part-time throughout, arguing that companies could otherwise retain employees while developing their competences. MH expressed concern that students would temporarily leave the labour market, which might be problematic in the new model (1+2 yrs).

ML responded that the high dropout rate in the previous model with the program running over 4 years part-time was the reason for introducing the new structure.

Kasper Løvborg Jensen (KLJ) asked whether innovation and entrepreneurship had been considered, including the possibility of students building their own startups as part of the program.

ML responded that this question has been raised to the ministry, but no answer has been received yet. ML agreed that this should be an option, such as allowing internships within one's own startup.

#### **Item 4. Introduction to the new 75 ECTS program: Digital Service Innovation**

*By Head of Studies Markus Löchtefeld*

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ML presented a draft of the new 75 ECTS Master's program in Digital Service Innovation, explaining that the program is motivated by Denmark's digitalization agenda, which requires professionals capable of designing, implementing, and critically assessing digital services that are human-centred, sustainable, and effective.

ML outlined that graduates will be able to:

- Design and develop innovative digital service systems that combine interaction design, (business) innovation, and emerging technologies such as AI.
- Apply methods from AI, data science, and digital platforms as enablers within broader service solutions.
- Anticipate societal, ethical, and organizational implications to ensure public value creation.

ML noted that the competence profile is still under development.

ML explained that the program will be located in Copenhagen to ensure access to relevant collaboration partners, and that all projects are expected to involve private or public sector stakeholders. The program will include stronger technical admission requirements (e.g. software development), positioning it as slightly more technical than existing SSD program. It will build on the department's existing involvement in initiatives such as CAISA and other activities.



ML described the program structure of the new program. This includes 2 semesters: first semester (30 ECTS) involving three courses (Designing Digital Service Systems, Technologies for Digital Transformation and Innovation and Responsible Digital Services). First semester also includes a 15 ECTS semester project. Second semester (45 ECTS) includes three courses (Co-design for Digital Innovation, Digital Services Strategy and Innovation Management and System Thinking and Complexity in Digital Services). Second semester also involves a final thesis as well as a 15 ECTS semester project. Focus is on an agile setup, where technological focus can be switched, which can help us move to the market quicker.

Comments from the panel:

HSJ commented that the program is overall a good idea but recommended a stronger focus on system architecture, data understanding, and the complexity of working with data.

Storm Bjørn Flindt Tempte (SB) emphasized the importance of short iteration cycles and suggested that the program should focus explicitly on evaluating whether solutions actually work and create value.

KLJ highlighted that the labour market is fluid and roles are changing. KLJ stressed that graduates need clearly identifiable strengths—particularly technical competences—that make them attractive to employers.

SB suggested exploring whether students could maintain full-time employment while studying, allowing them to apply their learning directly in practice.

Begum Becermen (BB) emphasized the centrality of the PBL approach and the importance of identifying the right problems. BB also highlighted ethics and professional responsibility as key elements.

ML confirmed that maintaining the PBL foundation is a priority in the new program.

HSJ raised a critical point regarding the repeated use of “AI”, questioning what the term specifically refers to in the program, and recommended to pinpoint what the course is providing regarding AI. HSJ emphasized that the program should focus on future-oriented competences rather than current tools.

ML commented that the program focuses on using the technologies that other people provide, the graduates will have an understanding of how it works.

BB commented on UX and noted that the quality of AI solutions depends heavily on the data used, and that AI can in some cases produce better results than traditional research methods.

MH concluded by stating that he appreciates that the program explores not only what AI does, but also how and why it is applied.

## **Item 5. Program-specific discussions**

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*The employer panel was split up into subgroups. The following are the meeting minutes for the Medialogy subgroup.*

**Participants:** Claus Brøndgaard Madsen (CBM), Kasper Rodil (KR), Henrik Knoche (HK), Luis Bruni (LB), Henrik Schønau Fog (HSF), Daniel Overholt (DANO), Henrik Secher Jarlskov (HSJ), Kasper Løvborg Jensen (KLJ), Michael Harboe (MH), Storm Bjørn Flindt Tempte (SB), Anne-Marie Rasmussen (AMR secretary), Flemming Løvenhardt Petersen (FLP).

**Unable to attend:** Simon Hansen, Jesper Udesen.

- **Discussion of employer panels perspectives on the program's most important qualities in 2 years**

CBM welcomed the sub-panel meeting for Medialogy and started out briefly recapping the essence of last year's employer panel meeting:

1. We informed that Sound and Music Computing would become a specialization under the MSc of Medialogy in Copenhagen
2. We discussed whether the program name (Medialogy) should be changed into something clearer compared to the content of the study plan.
3. We had a discussion on progression in the Medialogy BSc. study plan. It will benefit by focusing on software competences and bringing (Generative) AI more into the programme when the study plan will be revised during next year.

Some comments on the important programme qualities in 2 years:

KR: Emphasized innovation and the ability to rethink problems in new contexts. AI competences must go beyond prompting.

SB: Highlighted "learning to learn" and confidence in tackling new domains as key graduate capabilities.

HSJ: Argued that graduates must be able to connect business, technology, and value creation, and orchestrate solutions across domains.

KLJ/KR: Stressed the importance of maintaining fundamentals while integrating AI and new technologies.

MH: Pointed out the importance of fundamental projects to understand basics.

SB: Added that testing, evaluation, and measuring impact should become central differentiators.

- **Introduction to Professional Master's Program (Erhvervskandidat)**

The item on the agenda was not further discussed, as it had actually already been covered and commented on during the plenum part of the employer panel meeting.

- **Presentation of study program revision BSc and MSc**

CBM informed about the ongoing revision of the BSc and MSc Medialogy study plans. A couple of key observations are informing the revision: 1) having mandatory 1-person groups for some semesters may help some students grow, 2) there is currently no mandatory AI or web development at the BSc level.

HSJ supports stronger focus on tools, architecture, and real-world application contexts.

SB: It is important that inclusion of data visualization and highlighted metacognition is supported as key future competences.

KLJ suggested clearer learning goals and stronger focus on system architecture rather than broad "full stack" terminology.

MH emphasized that all students should learn to use AI in practice and understand how it works.



- **Discussion and input regarding the study program revision**

CBM presented a sketch proposal for a new BSc in Medialogy. The proposal is to merge the current image and audio processing semesters into one semester focused on user-related data processing. This would make room for a completely new semester split into two parts: 1) full-stack/data visualization and 2) AI-enabled interaction systems. Both of these units could be run with mandatory 1-person groups to allow all students to gain more self-esteem and confidence in own abilities.

HSJ recommended linking system design to personas, architecture, and enterprise contexts. Learning is generic.

KLJ suggested focusing on end-to-end system understanding and ownership of data flows. The students have been doing a tabletop display or some like augmented googles out of cardboard. Main thing is the creator joy of doing things. We need to keep the fundamentals.

CBM highlighted the aim of making graduates more relevant to the job market.

There were also a few comments regarding recruitment:

HSF raised concerns about declining applications and competition from other IT programs.

HSJ suggested focusing on impact and real-world value creation to attract students.

MH proposed highlighting AI-driven creativity and innovation as a key attraction factor.

- **Summary and conclusion**

CBM thanked the panel for their participation and concluded that the panel provided valuable input across all topics discussed.

A key element of feedback from the panel was the importance of training students to consider and evaluate the impact of a developed medialogy product. To be aware of how it might contribute to a business.

The participants agreed that the discussion was useful and relevant for future development of the program.