

AP Programme in Marketing Management

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Information for Incoming Erasmus Students
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About the Academy

Dania Academy, University of Applied Science is a modern higher education centre, with international campuses in the cities of Randers and Viborg.

Dania was established on 1 January 2009 and has a long-standing tradition for developing and offering higher education, English-taught programs in the area:

- International Marketing
- Tourism and Hotel Management
- International Hospitality Management
- IT Technology
- Automotive Technology

Excellent facilities

Dania's Randers and Viborg Campuses are located in new and modern buildings. The Campuses offer excellent study facilities to its students, including the latest IT equipment and 24-hour access to the IT centre.



The Cities Randers and Viborg



Randers has some 65,000 inhabitants, making Randers the seventh-largest city in Denmark.

The city of Randers is big enough to have all the facilities an international student could want, but small enough to have retained its friendly atmosphere and is cheaper to live in than other major Danish cities.

Randers is well situated in terms of access to the rest of Denmark, just 35 kilometres from Denmark's second-largest city Aarhus and about 4 hours by train from Copenhagen, Denmark's capital. The Airport is only 50 km away.

The city of Viborg has 45,000 inhabitants and the whole municipality has 100,000. In medieval times Viborg was the capital of Jutland and the roman cathedral and the high court for West Denmark are reminiscences of the former clerical and juridical power of the town. Viborg also has a well preserved town centre where you will find many traces of the medieval town.

In Viborg exchange students will be at a very modern and internationally oriented campus which Dania shares with a large university college.



Conditions for Erasmus students

- Erasmus exchange students must attend all subjects of any given semester enrolled into. This is due to our multidisciplinary and group-work oriented approach to teaching. All absence from classes is registered (this is also the case for our full-time students). You cannot put together a study program consisting of modules from different semesters or programs.
- All exams, tests and projects of the semester(s) enrolled into **must** be taken. Exams at the end of the 2nd semester may also cover 1st-semester content.

Teaching methods

Dania uses a multi-disciplinary approach to teaching. The classes are a combination of discussion and group-work. Our lectures will not repeat what is written in books, but rather use textbook theories on case examples. This practical approach is also used while writing projects where the focus will be on how theories in fact are used in real life. Therefore, we are working closely with actual companies with solving concrete problems. This practical approach creates more value and hand-on experience for students.

It can take time to get used to our teaching methods. This, and the fact that most Erasmus students are not used to being taught in English, mean that most students that are in their 2nd or 3rd year at their home institution will still get ample challenges in our 1st or 2nd semester classes.

Important dates

Semester dates and holidays: see [Fact Sheet](#)

Programme overview:

Please note that the programme is organized in themes and that the individual subjects are incorporated in each theme. The subjects are not described individually – only theme descriptions are available.

Compulsory programme components and ECTS						
Core areas (Subjects)	1st semester Themes			2nd semester Themes		3rd semester Themes
	Theme 1: Understand- ing of business	Theme 2: Method- ology	Theme 3: Market under- standing	Theme 4: Tactical op- erational marketing B2C	Theme 5: Tactical op- erational marketing B2B	Theme 6: Internationalisa- tion
Int. Marketing	1	6	6	5	2	5
Economics	1	2	2	6	4	5
Sales and Mar- keting Commu- nication			2	5	3	Specialization 20
Business Law			2	3		
Organisation and Supply Chain Manage- ment	3	2	3	1	1	
ECTS total	5	10	15	20	10	30

1st semester Core Areas and Themes:

	ECTS
Core Area: International Marketing <ul style="list-style-type: none"> • Understanding of Business 1 • Methodology 6 • Market Understanding 5 	12
Core Area: Economics <ul style="list-style-type: none"> • Understanding of Business 1 • Methodology 2 • Market Understanding 2 	5
Core Area: Sales and market communication <ul style="list-style-type: none"> • Market Understanding 5 	5
Core Area: Business Law <ul style="list-style-type: none"> • Market Understanding 2 	2
Core Area: Organization and Supply Chain Management <ul style="list-style-type: none"> • Understanding of Business 3 • Methodology 2 • Market Understanding 1 	6
Total ECTS	30

2nd semester Core Areas and Themes:

	ECTS
Core Area: International Marketing <ul style="list-style-type: none"> • Tactical operational marketing B2C 5 • Tactical operational marketing B2B 2 	7
Core Area: Economics (Business Economics 6, Micro Economics 4) <ul style="list-style-type: none"> • Tactical operational marketing B2C 6 • Tactical operational marketing B2B 4 	10
Core Area: Sales and market communication <ul style="list-style-type: none"> • Tactical operational marketing B2C 5 • Tactical operational marketing B2B 3 	8
Core Area: Business Law <ul style="list-style-type: none"> • Tactical operational marketing B2C 3 	3
Core Area: Organization and Supply Chain Management <ul style="list-style-type: none"> • Tactical operational marketing B2C 1 • Tactical operational marketing B2B 1 	2
Total ECTS	30

3rd semester Core Areas and Themes:

	ECTS
International Marketing <ul style="list-style-type: none"> • Internationalization 5 	5
Economics (Finance and Investment 2.5, Macroeconomics 2.5) <ul style="list-style-type: none"> • Internationalization 5 	5
Specialization¹ Themes <u>Randers</u> (choose one only) <ul style="list-style-type: none"> Business Management 20 Advertising & Online Promotion 20 	
Specialization Themes <u>Viborg</u> (choose one only) <ul style="list-style-type: none"> International business development 20 Promotion and advertising 20 Executive and analytics 20 	
Total ECTS	30

¹ Specializations in both campuses are subject to change, and not all may be available

Compulsory Tests and Exams

Name of test	Education element	Assessment	Semester
1 st Internal	Business understanding, Methodology and market understanding 30 ECTS	Danish 7-scale	1
1 st External	Tactical and operational marketing BtB & BtC 30ECTS	Danish 7-scale	2
2 nd Internal	Internationalisation 10 ECTS	Danish 7-scale	3
3 rd Internal	Elective element 1, 10 ECTS	Danish 7-scale	3
4 th Internal	Elective element 2, 10 ECTS	Danish 7-scale	3

NB: All exams are multi-disciplinary and one exam will usually cover all subjects/themes of the semester.

Description of Compulsory Themes

Compulsory programme element – Theme 1: Understanding of business
Weight: 5 ECTS - 1st semester
Content: The programme element ensures that the students will have an understanding of good business sense and will be able to analyse a company's business model and on the basis of this, develop innovative alternatives
Learning objectives: Knowledge and understanding The student will gain knowledge and understanding about: <ul style="list-style-type: none"> • different types of business models and concepts - offline and online. • theories and models about the company's value creation • the company's accounting matters, including the Annual Report and the financial reporting forms, as well as additional reports • the company's revenue base and costs, including fixed costs and variable costs • concepts and theories in organisational structure and organisational culture • concepts and theories of supply chain structure • theory of innovation, sources of innovation and the innovative organisation • how the company's competencies originate and develop through many different activities, functions, processes, relationships, etc.
Skills The student will get the skills to: <ul style="list-style-type: none"> • analyse the company's strategic platform • assess the company's competencies and resources focussing on their efficiency in value creation • evaluate the company's internal strategic situation and its ability to deliver added value • be able to assess the basic financial reporting in the annual report • assess the company's structure and organisation as the company's competency base • identify significant resources in the company's supply chain and assess how the supply chain relationships are included in the company's competency base

- participate in innovation processes and use innovation tools both in product innovation and in organisational innovation

Competencies

The student will learn to:

- participate in the company's innovation processes in interaction with others
- manage the structuring and analysis of significant economic posts in the annual report.

Compulsory programme element – Theme 2: Methodology

Weight: 10 ECTS - 1st semester

Content:

The programme element ensures that the students can methodically apply the relevant analysis tools and on this basis, draw up and disseminate the basis of decisions within sales, marketing and economics.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- various marketing analysis methods - including desk and field research.
- economic analysis tools to assess the company's internal economic situation
- concepts, theories and practical problems within team cooperation
- methods for project management and control

Skills

The student will get the skills to:

- use various marketing analysis methods in order to collect and process information, both desk-and field research
- use both qualitative and quantitative methods and combinations of these to strengthen the quality of marketing analysis (method triangulation)
- evaluate the quality of the marketing analysis based on qualitative criteria within quantitative and qualitative analyses
- use qualitative analysis methods and be able to identify and present the main conclusions
- identify and present the results of quantitative data analysis using statistical tools (descriptive statistics)
- determine statistical relationships between variables in connection with surveys (cross-tabulation)
- assess and analyse company accounts in terms of profitability, earnings, capital adjustment, solvency, liquidity and cash flow and equity-related ratios
- compare the company's or the industry's economic situation based on external information including the Annual Report
- evaluate the different types of costs and their impact on the company's accounting, including analyses of contribution margin and break-even
- use appropriate tools and models for project management - including IT tools
- draw up reports with a thesis statement, reasoned methods, as well as analyses that comply with formalities and are adapted to the recipient. This includes the use of digital tools.

Competencies

The student will learn to:

- to participate in the company's data-gathering and-analysis
- in a structured context, relate and reflect on their own and other others' perspectives in order to achieve results in cooperation with others
- manage the planning, implementation and evaluation of a project
- produce a professional report according to the given framework (formalities)

Compulsory programme element – Theme 3: Market understanding

Weight: 15 ECTS - 1st semester

Content:

This programme element ensures that the student will be able to develop, implement and apply analyses to gain an overall understanding of marketing.

In this programme element, law is included as an important component to understand the regulations the company will meet in the market.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- relevant theories and models concerning the company's external situation
- the company's market conditions including micro- and macroeconomic conditions affecting the company's business decisions.
- different types of markets and their impact on efficiency
- population development, the labour market and income
- legal methods, information retrieval and legal sources including their interrelationship hierarchy
- rules for the formation of contracts, including digital contracts, intermediaries and in- validity
- basic liability conditions, employer liability, the Product Liability Act and product liability developed through case law
- company forms, including liability
- knowledge of relational types and SCM collaboration
- cultural theories and models
- cultural values and cultural behaviour, including cultural barriers
- trend analysis

Skills

The student will get the skills to:

- assess the company's strategic position:
- assess the company's product/market portfolio in relation to customers and competitors.
- identify the company's customers and be able to assess the company's customer relations and the customer's buying behaviour – both B2B and B2C.
- assess the main national key performance indicators in relation to the company's market situation
- assess population trends, labour market and income in relation to the market situation
- assess the importance of culture in a commercial and communicative context
- assess the effect of various market interventions, including commercial policy interventions on the company's activities
- use legal methods, information retrieval and legal sources including their interrelationship hierarchy
- assess legal business problems in relation to contract law
- use market segmentation, select target groups and position the company and its products or services
- analyse and evaluate the company's relation types and SCM collaboration according

to strengths and weaknesses

Competencies

The student will learn to:

- participate in the planning of the selection of relevant markets for the company on the basis of competitive conditions
- manage development-orientated situations for the organisation's verbal and non-verbal communication to other cultures
- manage the optimisation of the company's supply chain relationships
- in a structured context, acquire new knowledge about legislation in relation to the market
- manage the societal effects of various market interventions in relation to the company's activities

Compulsory programme element – Theme 4: Tactical and operational marketing B2C

Weight: 20 ECTS - 2nd semester

Content:

This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2C market.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- the company's parameter mix, for both service and manufacturing companies
- service marketing
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- the company's market communication and marketing objectives in a national and international perspective
- the impact of the marketing mix on market communication
- various media platforms/genre - offline and online
- effect measurements
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy and basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product
- pricing strategies and pricing methods
- regulations for marketing, including e-commerce and trademark protection
- sale of goods
- rules for the collection and processing of personal data in relation to customers
- the Product Liability Act and product liability developed through case law
- instruments in omnichannels including space management, range management, distribution and partner management

Skills

The student will get the skills to:

- assess the company's parameter mix according to the company's target market/s - online and offline
- prepare proposals for adapting the company's parameter mix and assess its profitability

- assess the economic impact of different parameter efforts
- prepare a marketing budget including estimates of revenues and expenses and their impact on the profit budget
- prepare a profit budget and a cash budget for a company
- assess the marketing plan's liquidity effect
- prepare a break even calculation for the marketing plan
- assess and explain the consequences of any changes in budget assumptions to the profit and cash flow budgets, as well as basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess price formation for different market forms
- assess pricing strategies and pricing methods
- assess legal business problems in relation to:
 - marketing law, including e-commerce
 - contract law, sale of goods, including:
 - passing of risk
 - delivery
 - securing the purchase sum through retention of title
 - non-compliance of commercial and consumer sales
- apply rules for the collection and processing of personal data in relation to customers
- establish marketing and communication objectives in relation to the chosen target group
- establish a brand positioning statement
- run analyses and evaluations of media plans and creative presentations
- apply updated techniques and tools for designing the company's internal and external communication
- assess the importance of appropriate values in a marketing context

Compulsory programme element – Theme 5: Tactical and operational marketing B2B**Weight: 10 ECTS - 2nd semester****Content:**

This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2B market

Learning objectives:**Knowledge and understanding**

The student will gain knowledge and understanding about:

- the company's parameter mix on the B2B market
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- sales strategies B2B - online and offline
- sales cycle stages, challenges and opportunities
- personal sales - identification of customer needs
- sales psychology - different types of customers
- CRM - systems for managing customer relationships
- various sales and negotiation theories and strategies
- various negotiation theories and models
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy
- basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product

Skills

The student will get the skills to:

- apply different negotiation theories and models to implement concrete negotiations in a B2B context
- assess the strategy options in connection with the implementation of sales, from subject selection to sales closure and follow-up
- do a basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess pricing strategies and pricing methods
- assess the company's position in the supply chain and apply this in sales and communication contexts

Competencies

The student will learn to:

- carry out B2B marketing and sales planning for the company - including: implementing the organisation of, execution of and monitoring of marketing sales on the operational level to the company's clients
- manage development-orientated situations in connection with the company's sales planning, organisation, implementation and follow-up
- On the operational level, the students will get the competencies to implement sales for the company's customers.
- participate in negotiations with a professional and personal impact
- participate in controlling the marketing plan's financial consequences

Compulsory programme element – Theme 6: Internationalisation

Weight: 10 ECTS - 3rd semester

Content:

This programme element ensures that the student can participate in professional and interdisciplinary collaboration in the development of the company's growth and internationalisation.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- different growth strategies
- internationalisation theories, market selection, as well as establishment forms
- international parameter strategies
- terminology concerning the programme's compulsory element subjects
- correlation between growth and investment
- investment theory and methods
- financing options including equity as well as debt capital
- classical and recent commerce theories
- the development of international trade and knowledge of the most important international organisations
- causes of inflation and the consequences of these
- exchange-rate formation
- cyclical theory

Skills

The student will get the skills to:

- propose possible solutions for the company's internationalisation, including market screening, market selection and entry strategies into international markets
- use international parameter strategies
- assess and establish prerequisites for investment and make calculations as a basis for investment decisions
- set relevant multi-period cash flows, based on, for example, estimated budgets of planned marketing initiatives
- assess and compare the measures envisaged on the basis of a calculation of the net present value, internal rate of return and sensitivity. Calculate and evaluate effective interest rates
- describe and analyse the main national economic indicators for the purpose of export market assessment
- analyse and assess the impact of trade policy interventions on export markets

Competencies

The student will learn to:

- participate in the preparation of the company's international growth and marketing strategies, taking into account the economic consequences of macroeconomic measures and the company's economy

Description of Specializations

Specializations
<p>Weight: 20 ECTS each - 3rd semester</p> <p>Randers Campus</p> <p>Business Management With an elective in Business Management you will learn how an understanding of business statistics and business economics can strengthen the quality of strategic and marketing decisions, for example how an advertisement affects projected sales and how the production should be adapted to this. See the description of the Business Management specialization (page 5).</p> <p>Advertising & Online Promotion The right commercial, at the right time, to the right audience is crucial for the success of a company. With the elective “Advertising & Online Promotion” you will learn the basic tools and skills in creating the visual identity of a company as well as how to plan and execute a media campaign. See the description of the Advertising & Online Promotion specialisation.</p>
<p>Viborg Campus</p> <p>Executive With the EXECUTIVE specialisation you will study subjects such as Business Economics where you will learn how business statistics and business economics can strengthen the quality of strategic and marketing decisions. For example, how an advertisement affects projected sales and how the production should be adapted to this. This specialisation is aimed at ambitious students who see themselves as the business leaders of tomorrow and gives the merit to pursue further studies and thereby obtain a BA in Business Administration e.g. at Aalborg University. See the description of the Executive specialisation.</p> <p>Development The DEVELOPMENT specialisation is for the student who wants to do more in terms of changing the way we do thing. This line of study is for the students interested in topics like development in emerging and near markets, innovation, Supply Chain Management, business development, and business culture. See the description of the Development specialisation.</p> <p>Promotion The PROMOTION specialisation is for students who would love a career within modern marketing communication. Topics are branding, social media, PR, strategic communication, sales, and journalism. See the description of the Promotion specialisation.</p>