



# AP Programme in Marketing Management

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Information for Incoming Erasmus Students  
2019-2020



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## About the Academy

Dania Academy 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 2<sup>nd</sup> semester may also cover 1<sup>st</sup>-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 2<sup>nd</sup> or 3<sup>rd</sup> year at their home institution will still get ample challenges in our 1<sup>st</sup> or 2<sup>nd</sup> 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.

**NB: the study program is currently being revised for which reason there may be changes in the first and second semester of the program. The third semester will continue unchanged in 2019-20. The module descriptions will be published as soon as the new curriculum has been approved.**

Compulsory programme components and ECTS						
Core areas (Subjects)	1 <sup>st</sup> semester Themes			2 <sup>nd</sup> semester Themes		3 <sup>rd</sup> semester Themes
	Theme 1: Understand- ing of business	Theme 2: Market Under- standing	Theme 3: Market Analysis	Theme 4: The Market- ing Plan	Theme 5: Implementa- tion	Theme 6: Internationalisa- tion
Int. Marketing	2	5	4	6	2	5
Statistics			2			
Economics	3 (Budgetting)	2 (Global)	1 (Global)	2 (Budgetting) 4 (Micro/price)	3 (Budgetting)	5
Sales				1	3	
Marketing Communication				3	2	Specialization 20
Business Law	1	1	1	2		
Organisa- tion/innova- tion/project	4		2			
Supply Chain Management		2		2		
<b>ECTS total</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>10</b>	

**1<sup>st</sup> semester Core Areas and Themes (information will follow when the new curriculum has been approved):**

**2<sup>nd</sup> semester Core Areas and Themes (information will follow when the new curriculum has been approved):**

**3<sup>rd</sup> semester Core Areas and Themes:**

	ECTS
<b>International Marketing</b>	<b>5</b>
• Internationalization	5
<b>Economics (Finance and Investment 2.5, Macroeconomics 2.5)</b>	<b>5</b>
• Internationalization	5
<b>Specialization<sup>1</sup> Themes Randers (choose one only)</b>	
Business Management	<b>20</b>
Advertising & Online Promotion	<b>20</b>
<b>Specialization Themes Viborg (choose one only)</b>	
International business development	<b>20</b>
Promotion and advertising	<b>20</b>
Executive and analytics	<b>20</b>
<b>Total ECTS</b>	<b>30</b>

## Description of Compulsory Themes

### 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

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

- 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><b>Weight: 20 ECTS each - 3rd semester</b></p> <p><b>Randers Campus</b></p> <p><b>Business Management</b> 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 <a href="#">Business Management specialization</a> (page 5).</p> <p><b>Advertising &amp; Online Promotion</b> The right commercial, at the right time, to the right audience is crucial for the success of a company. With the elective "Advertising &amp; 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 <a href="#">Advertising &amp; Online Promotion specialisation</a>.</p>
<p><b>Viborg Campus</b></p> <p><b>Executive</b> 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.</p>

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](#).

### **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](#).

### **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](#).