

Incoming Student Exchange



Marketing Management

Programme overview

In our undergraduate Marketing Management Programme, we welcome exchange students in the fall semester of the second year. This semester is taught in English, and you will study together with Danish full-time students and other exchange students.

Programme Modules

Internationalization (10 ECTS)

This module deals with internationalisation strategies, including market selection, establishment types as well as the modification of the marketing mix effort. The module also includes culture, trade policies and macroeconomic factors as well as financing and investment theory.

Business Lab (10 ECTS)

This module focuses on Business Development, and it will give students the ability to develop and realise visions, ideas and concepts. Through practical Project Management, students will acquire theories and tools to apply in their work for real organisations.

Sustainability Marketing (5 ECTS)

The purpose of this module is to offer an insight into why and how businesses work with a sustainable business understanding. The focus is to provide the student with the tools to transform CSR/sustainability while applying theory in practice.

Data Analysis (5 ECTS)

This module focuses on the different tools, approaches, and methods within data-driven marketing and business development, as well as the setup and use of Data Analysis systems (such as Google Analytics, MS Power BI, R, Shiny).

Exchange semester
August-December

Location
Viborg, Denmark

ECTS-points awarded
30

Teaching language
English

Fees
Students from partner universities - **No tuition fee**

Students from non-partner universities: 4.500 EUR

Read more: eaDania.com/Erasmus


DANIA ACADEMY

Dania Academy

Campus Viborg



Welcome to Dania Academy

Dania Academy is one of eight regional academies of higher education in Denmark and has campuses in seven different cities. We offer 26 Danish-taught programmes, two English-taught exchange semesters, as well as in- and outgoing summer schools. The academy has a long-standing tradition for developing and offering higher education in the fields of business, technology and health.

We offer two English-taught exchange semesters, one in Marketing Management and one in IT Technology. The two exchange semesters are offered in the city of Viborg where Dania shares the campus with VIA University College. Dania's exchange students will be a part of the larger Erasmus community belonging to VIA.

Accommodation

Exchange students are guaranteed a room in the privately owned student housing just opposite the campus.

The city of Viborg

Viborg municipality is the home of 100.000 inhabitants, and it is the regional capital of the Central Denmark Region. In 2019, Viborg was named UNESCO Creative City. One of the country's oldest cities, Viborg has transformed itself from an administrative centre and industrial area into a creative hub. Animation and media arts are core features within the city and are reflected in key local institutions.

Contact

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