



# Marketing Management

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Information for Incoming Erasmus Students  
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## About the Academy

Dania Academy is a modern higher education centre, with seven different campuses in seven different cities. The academy was established on 1 January 2009 and has a long-standing tradition for developing and offering higher education in the fields of Marketing, Finance, Commerce, Tourism, Health, and IT.

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 a large university college. Dania's exchange students will be a part of the larger Erasmus community belonging to the university college.

### Excellent facilities

Dania's Viborg Campus offers excellent study facilities to its students. A student house is attached to the campus where a lot of social activities take place.



## Accommodation

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

## The City of Viborg

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.



## Conditions for Erasmus students

- Erasmus exchange students must take 30 ECTS.
- Erasmus exchange students must attend all subjects of the semester they are 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. 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.

## Important dates

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

Content subject to changes

## Programme overview:

The Marketing Management Program is a two-year program on bachelor level. The English-taught exchange semester is only offered in the fall. Exchange students will join our students in the third semester of the program.

Modules	Component Code	ECTS
International Marketing*	3S-IM	4
Economics*	3S-EC	5
Marketing Communication*	3S-MC	1
Business Lab	3S-BL	10
Sustainable Marketing	3S-SM	5
Data Analysis	3S-DA	5
<b>ECTS total</b>		<b>30</b>

\* These three subjects are organized in one theme named "Internationalization". The subjects may have different names on your schedule. The other subjects are taught as individual subjects.

## 3<sup>rd</sup> semester themes and subjects

### Theme description: Internationalization

#### Content

This subject element includes the company's internationalisation and internationalisation strategies, including market selection, establishment types as well as the modification of the marketing mix effort. The subject element also includes culture and the significance of this for the marketing mix effort. The subject element also includes trade policy and macroeconomic factors that affect the company's internationalisation. In addition, the subject element includes financing and investment theory.

#### Learning objectives for internationalisation

##### Knowledge

The student will gain knowledge about:

- the profession's practice and centrally applied theory and methods within internationalisation,
- and an understanding of the practice, centrally applied theory and methodology in relation to the company's internationalisation.

##### Skills

The student will get the skills to:

- use key theories and concepts that are important to the company's internationalisation,
- evaluate the practice-orientated issues as well as outline and choose marketing orientated solutions in relation to the company's internationalisation,
- communicate practice-orientated issues and possible solutions to business partners and users in relation to the company's internationalisation.

##### Competencies

The student will learn to:

- manage development-orientated situations in connection with decisions relating to the company's internationalisation,
- participate in academic and interdisciplinary collaboration in a professional manner in relation to the preparation of the company's internationalisation

- in a structured context, acquire new knowledge, skills and competencies in relation to the company's internationalisation.

## **Internationalization: element descriptions**

### **International Marketing (4 ECTS)**

- Internationalization and export motives
- Market screening and market selection
- Entry modes incl. Foreign Direct Investment
- Identification of international partners
- International marketing strategy
- Standardization or adaptation of the international marketing-mix

### **Market communication (1 ECTS)**

- Cultural understanding
- Cultural analysis and comparison of cultures

### **Economics (5 ECTS)**

- Investment (including critical values and sensitivity analysis)
- Financing (including balance sheet structure, generation of capital and types of loans)
- Macroeconomic targets (in order to make a market assessment)
- Macroeconomic models (goods market, money market, currency market and labour market)
- Economic policies
- Classical trade theories and international trade policy (trade barriers and trade agreements)

## **Examination - Internationalization**

Students will be tested in all three elements in one multi-disciplinary exam. In a group, students must write a joint project after which each student will have an individual oral exam in the project.

## **Business Lab (10 ECTS)**

Developing your strategic thinking skills isn't enough to get you promoted. In order to advance in your career, you need to demonstrate them. The course focuses on Business Development and it will give you the ability to develop and realise visions, ideas and concepts. Through practical Project Management, you will acquire theories and tools to apply in your work for real organisations. The course will enable you to further qualify your work, develop yourself, and develop your direction and career path.

### **Content**

- Various methods of business plan developments
- Strategic thinking
- Various methods of entrepreneurial and intrapreneurial development

### **Learning objectives**

#### **Knowledge**

- Organisational Design, Development as well as the Psychology behind making choices
- Business Model Design, Prototyping, Marketing and Branding, Entrepreneurship and Regenerative Approaches to Entrepreneurship and Business

## **Skills**

Designing, facilitating, and leading processes in diverse groups from conception to realisation

- Crafting a business plan for a specific business venture and choosing relevant Key Performance Indicators
- Investigating, reading and understanding patterns, trends and tendencies

## **Competencies**

- Create multiple layers of value for your customers and stakeholders both short term and long term
- Communicate and align your team around strategic goals
- Strategically develop businesses on a commercial level for start-ups, initiatives within existing organizations, or enterprising projects

## **Examination – Business Lab**

Written group project followed by an oral group exam

## **Sustainability Marketing (5 ECTS)**

In this subject the purpose is to give the student an understanding for why and how businesses work with a sustainable business understanding. The focus of the course is corporate social responsibility and to give the student knowledge and tools to transform CSR/sustainability and putting theory into practice.

## **Content**

- Key concepts in sustainable development
- Sustainability reporting practices
- How to implement the 17 SDG's in an SME
- Sustainability marketing principles

## **Learning objectives**

### **Knowledge**

- CSR and sustainability and the related economic theories
- How the elements of CSR / sustainability can provide value in a company, both in relation to business development, as a strategy, and in the branding process.
- Sustainability as the driving force of innovation and as a way of understanding the new market conditions for both society and market.
- How Green Marketing can be used as a business model

### **Skills**

- Identifying CSR and sustainability elements in a company
- Inspiring others on how to work with CSR and sustainability in practice
- Analysing the effects of using Green Marketing, seen in relation to the industry's competitiveness
- Analysing the economic consequences of adopting a distinctively green profile.
- Analysing the Supply Chain effects occurring as a consequence of an increased focus on Green Marketing

### **Competencies**

- Assessing a company's ability to use Green Marketing as a competitive parameter
- Participating in innovative development of new concepts related to the company's sustainable profile



## **Examination – Sustainability Marketing**

Written group project followed by an individual multiple-choice test

## **Data Analysis 5 ECTS**

### **Purpose**

If, for example, you want to work with online marketing, marketing campaigns, sales or business development, this subject will help give you an important and basic understanding of the area. With this course, you will be ready to make money for the company on an informed basis.

You will learn programs that can help track and process raw data so you can make better decisions. You will also learn what kind of data is missing so that you can look at the broad outlines and uncover what information is missing in your decision-making process or understanding framework.

### **Content**

- Key concepts in Data Analysis
- The company's internal data sources
- Setup and use of Data Analysis systems (such as Google Analytics, MS Power BI, R, Shiny)
- Set up KPIs to measure results

### **Learning objectives**

#### **Knowledge**

The student has knowledge of and understanding of:

- Different tools, approaches and methods within data-driven marketing and business development
- Understanding of practice and centrally applied theories and methods in practical tasks

#### **Skills**

The student can:

- Select and use tools in data analysis
- Evaluate the most important tools and methods in data analysis
- Communicate practice-oriented questions and possible solutions to the data work to the participants, customers, partners and users

#### **Competencies**

The student can:

- Participate in academic and interdisciplinary collaboration with a professional approach to data analysis
- Manage data-driven marketing challenges and business development in relation to decision-making
- In a structured context, acquire new knowledge, skills and competencies in relation to data analysis

## **Examination – Data Analysis**

Individual written report based on a case.