

Summer School 2024 - Sustainable Marketing



Calendar

Monday 5.8.2024 – Sunday 18.8.2024 (virtual onboarding in June). The compulsory program ends on Friday 16 August late afternoon.

Language

To attend the Summer School, you must have at least the European English level B2 (CEFR). We expect you to participate actively, both orally and in writing.

Number of participants

Minimum 15, maximum 30 participants. You will be accepted on a first-come-first-serve basis. The summer school will be cancelled if the number of participants is below 15 by the enrollment deadline.

Location

Dania Academy, Prinsens Alle 2, 8800 Viborg, Denmark.

Prerequisites

You must have completed 1 year of study and be at least 18 years old to apply.
Language requirement: European level B2 or higher.

Tuition fees

Students from partner universities: No tuition fees.
Students from non-partner universities: 1,000 EUR.

Participation fee

800 EUR including:

- On-campus accommodation in shared two-bedroom apartments
- Meals: Welcome and farewell dinner and two lunches during the course
- Social activities/trips and company visits
- Electronic graduation certificate

See our homepage for further details on payment.

NB: The above prices are subject to small changes.

The final prices will be published before the application deadline.

Application deadline

1 May 2024.

The sending institutions must send their nominations to Dania Academy by 15 April 2024. We will send you an application link soon after your nomination.

Dates:

5.8.2024 - 18.8.2024

Location:

Viborg, Denmark

Fee:

800 EUR

Application deadline:

1 May 2024

Language:

English

ECTS points:

5 ECTS

Contact:

Head of
International Mobility
Flemming Andersen
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Course content

The Summer School in Sustainable Marketing will provide you with an understanding of why and how companies can work towards a more sustainable business concept. Furthermore, the course is centered around business-driven social responsibility and gives you the knowledge and tools to take CSR/Sustainability from talk to action. You will get a unique opportunity to obtain new knowledge, while learning to solve real-life problems related to the UN's 17 SDGs and to Sustainable Marketing through problem-based learning.

Social activities

We are planning a number of fun social activities for you, such as a trip to nearby Aarhus, Denmark's second largest city.

Teaching method

Our teaching is mainly based on the pedagogical concept problem-based learning. The teaching will deal with real-life challenges and solutions related to Sustainable Marketing aspects and a large part of the teaching and learning processes will take place outside the classroom. You will use fieldwork as an important method of bringing data into the classroom. During the course, you will visit companies who work with sustainability in their daily operations - and companies that don't. You will make presentations, participate in discussions and dialogue, and you will work in groups.

We require full attendance and active involvement in class, field visits, and presentations, and we will include these aspects in your final assessment.

Assessment

A group-based written assignment based on a real-life case followed by an oral examination in groups. During the oral examination, we will address both the group and the individual group members, and you will get an individual grade. A representative of the case company may be present during the examination.

Link: eadania.com/sustainable-marketing-summer-school

For further information or questions please contact:

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DANIA ACADEMY