

Marketing Management 3rd semester (30 ECTS)

1. The Programme (4 semesters, 120 ECTS)

The Marketing Management programme is a 2-year higher education programme taught in English, which qualifies for jobs within marketing, sales and communication. The programme gives you direct qualifications and access to employment in the private business sector. The programme is also a good starting point if you see yourself as an entrepreneur starting your own business.

2. ECTS points the semester grants:

3 rd Semester	ECTS
International Marketing and Sales	10
Economics	10
Communication Organization and Management	5
Elective subject	5

3. Subjects included in the 3rd Semester

3.1 International Marketing and Sales (10 ECTS)

The instruction will be conducted in English.

Content:

- Strategic Marketing
- Sales and Negotiation

Learning Objectives

The graduate has knowledge about

- The design brief's structure and content
- And be able to reflect on parameters for action both on the domestic market and on international markets
- And understand the content and application of the marketing plan
- Marketing and sales budgets
- And understand different sales strategies
- Different negotiation theories and models
- The significance of international competences

The graduate has skills enabling him/her to

- Apply a design brief for cooperation with designers on the company's product development



- State practice-based solution possibilities for the company's development of the action parameters on a strategic, tactical and operational level both on the domestic market and on international markets
- Use budgets for the assessment of the economic consequences of the solution possibilities
- State and communicate the marketing plan to partners and users
- Assess different possible strategies in connection with the sale being conducted from selection of topics to the final sale and follow up
- Use different negotiation theories and models in order to be able complete a specific negotiation in English
- Complete educational elements in English (IMS)

The graduate has competences enabling him/her to

- Handle the planning of marketing and sales for the company
- Participate in the organisation, implementation and follow up on marketing and sales steps
- Negotiate with professional, personal and language authority
- Work in international teams/groups



3.2 Economics (10 ECTS)

Content:

- Basic price optimising
- Budgeting and budget models
- Income generating models
- Theory on economic trends
- Unemployment and inflation
- Money and currency market
- Economic policy
- Wage formation

Learning Objectives

The graduate has knowledge about

- Basic parameter optimising for a product on a market
- The significance of the budget on the management of a company and the finance of a project
- Basic budgetary control
- The labour market and the basis of demand and supply for labour
- The financial cycle and the socio-economic relations
- Various types of financial policy
- Different causes for unemployment and inflation
- Interest and currency formation
- The monetary cooperation within the EU
- Different financial theories' perception of cyclical fluctuations

The graduate has skills enabling him/her to

- Assess the economic consequence of different parameter activities
- Prepare a profit budget and cash budget of several periods for a company and a project
- Account for the consequences on the profit and cash budget on changes in the budget forecast
- Prepare a balance sheet budget
- Conduct a simple price optimisation on the basis of known market and cost expectations
- Analyse wage formation on the labour market
- Apply the income formation models for analysis of the socio-economic contexts and cyclical fluctuations
- Analyse and assess the connection between unemployment and inflation
- Analyse and assess the reasons for interest and currency changes
- Analyse the effects from various politico-economical interventions

The graduate has competences enabling him/her to

- Make budgets as part of the company's financial management as well as be able to conduct budget control
- Include the socio-economic conditions in relation to the market analysis and assessment
- Use the socio-economic analyses and prognoses in the professional work
- Assess socio-economic contexts and include relevant solution possibilities.



3.3 Communication, Organisation and Management (5 ECTS)

Content:

- Project Management
- Sales Organisation and Management
- Organisational Development

Learning Objectives

The graduate has knowledge about

- Concepts and methods and IT tools for planning and management of projects
- Theories on organisational development and methods for implementation of organisational development projects
- Methods and theories within sales organisation and management

The graduate has skills enabling him/her to

- Apply relevant IT tools for project management
- Assess the consequences of the sale's organisation and management
- Establish contact with relevant partners on various projects
- Include and assess the value of the experiences of important players in e.g. organisational development and project management
- Communicate ideas, suggestions and projects in the organisation, organisational development and sales management

The graduate has competences enabling him/her to

- Plan, manage and participate in/complete various types of projects, such as practical events and development-oriented projects
- Assess the organisation's developmental process and direction as well as the significance of the organisational development
- Analyse and assess the consequences of different actions and changes of the sale's organisation and management
- Establish, participate in and develop professional and social networks
- Acquire and apply skills and new knowledge as regards the professional area

3.4 Learning Objectives and Content of the Optional Educational Elements (5 ECTS points)

The optional elements are offered on the 2nd and 3rd semesters and provide the opportunity for the students to tone their degree according to their own interests and future career choice. The optional educational elements consist of two subjects offered in common on all locations where the programme is offered and are described in the common part of the curriculum as well as other optional educational elements that are offered and conducted by each academy and described in the institutional part of the curriculum. The elective subjects the student may choose from are Business Economics, Market communication, Entrepreneurship, Sales, Purchase and Negotiation or a second language. The electives subjects are subject to change.



4. Examinations

Semester	Subject	Test form	ECTS	Description
3	International Marketing and Sales / Economics / Communication, Organization and Management	<p>The test consists of a written and an oral part and is held at the end of the 3rd semester.</p> <p>The written part is a 48 hours' <i>bring home</i> assignment based on a case brief in English. During the 48 hours the student must complete the assignment individually. The solution must contain both a problem statement, a section on methodology and must not exceed 10 standard pages (see the institution's guidelines for the definition of a standard page).</p> <p>The assignment must be handed in individually.</p> <p>Based on the written part the student must prepare an oral defence of the solution handed in. A total grade will be awarded and transferred to the degree certificate. The weight of the written and oral part is 50/50. The Danish 7-point scale is used.</p>	25	Inter-disciplinary (combining three subjects)
3	Elective Subject	Oral or written	5	