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# Curriculum Part 3

## Marketing Management

Elective programme elements Autumn 2016

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## Content – Institutional Part; electives catalogue

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## 1. Framework for the curriculum part 3, electives catalogue

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This description of the elective programme elements applies to students on the Marketing Management programme who need to choose an elective element in the autumn, 2016.

As described in the institutional part, you must have passed all exams on the first and second semester or you will not be allowed to do any elective exams.

## 2. Elective programme elements

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The purpose of the elective modules on the 3rd semester is to offer students the opportunity of an individual study profile with academic immersion within the programme's subject area. The elective elements are taken as a series of elective subjects. The electives are planned by the individual academy offering the programme.

Students may also follow electives elements as subjects at other academies provided that they pay for their own transportation, overnight accommodation, etc.

If there are less than 12 registered for an elective course, the academy can choose not to offer the subject. With fewer than 15 students, the number of lessons can be reduced.

The Academy also reserves the right to cap the number of participants in an elective programme element as well as restrict the amount of classes within a given subject. Therefore, we cannot guarantee that each student will get their 1st priority.

It is possible for students from a Danish class to take electives in English, together with students from an international class. In this way, you will learn the English terminology for the field and learn to manage in English in a professional context. At the same time, you will get an international network via the students from the international class. Your diploma will indicate that the subject was taken in English. Not all electives are offered in English — see the individual subjects for whether they are offered in English.

## 3. Taking electives

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Business Academy Aarhus has a number of programmes, each with a different academic focus, that are offered across the Academy's programmes. This is done in order to achieve synergy in the taking of the electives; the student obtains the greatest possible freedom of choice within the given curriculum's framework and obtains experience with actual interdisciplinarity by taking electives with students from other professional backgrounds/programmes.

On the Marketing Management programme, in the third semester, we have elective elements worth a total of 20 ECTS credits. You can take your electives in different ways, although the student will always complete 20 ECTS.

This can be done as:

- 2 x 10 ECTS electives or
- 2 x 7.5 ECTS electives and 1 x 5 ECTS elective
- 1 x 10 the ECTS elective + summer school 5 ECTS + 1 5 ECTS elective

7.5 and 10 ECTS electives are always taught between 8.20-15.20, while a number of the 5 ECTS electives offered can be conducted after 16:00 or in the form of whole course days. The form of the elective is specified in the individual subjects.

## **4. Completion of the exam, as well as sickness/re-exams**

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### **4.1 Completion of the exam**

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations, they will appear in the individual exam descriptions.

#### ***Exam not passed***

If a student is given less than the mark 02 at an exam, it is a fail and one exam attempt will have been used.

#### ***Project not handed in/written answers***

If a student does not hand in their exam project or a written report, one exam attempt will have been used.

#### ***Not participated in the exam/oral examination***

If a student hands in their exam project/written answers, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible and the student will be examined in the previously handed in project.

### **4.2 Sick and re-examinations**

Information on the time and place of sick and re-exams are available on Fronter; this might be the same as the next regular exam. The student is responsible for finding out when the sick and re-exams take place.

#### **Sick exams**

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented by a medical certificate. The Academy must receive the medical certificate no later than three working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student bears the cost of the medical certificate. Requirements for the medical certificate can be found on the website under 'Worth knowing about exams'.

#### **Re-examination**

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered for the next scheduled exam, and the re-examination will be held no later than the middle of the next semester. The re-examination may be the same as the next regular exam.

The programme may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

## 5. Elective course with 7.5 ECTS credits

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If the students want to go to another university, the student is responsible for finding out which requirements the university in question requires, as this can vary between programmes and universities. In order to meet the requirements from Aarhus University, we offer elective courses in statistics and business economics. These must both be chosen.

### 5.1 Statistics

Weight: 7.5 ECTS

Placement: 3rd semester

Offered in Danish and English

#### Content:

- Probability theory
- Random variables and probability distributions
- Regression analysis
- Analysis of variance

#### Learning objectives

##### Knowledge and understanding

The student will gain knowledge about:

- descriptive statistics and probability theory
- random variables and probability distributions
- scaling
- regression analysis
- analysis of variance.

##### Skills

The student will get the skills to:

- calculate and interpret the various objectives for central tendencies and variability
- make probability calculations for random variables/probability distributions
- formulate, implement and analyse a regression model with one or more explanatory variables, including dummy variables

##### Competencies

The student will learn to:

- independently interpret a regression model with one or more explanatory variables for a specific marketing and sales issue
- assess specific probability calculations in connection with marketing and sales issues
- assess the descriptive statistics of the marketing and sales issues.

##### Exam form and organisation

The subject ends with a written 4-hour individual exam with aids and assistance.

##### Assessment criteria

The assessment criteria for the exam are the same as the learning objectives for the elective element - statistics. The subject ends with a written 4-hour exam with aids and assistance. A mark is given according to the 7-point scale.

### **Sick and re-examinations**

If the exam is not passed, the student must take the re-exam. The re-exam has the same exam form as the ordinary exam.

## **5.2 Business Economics**

Weight: 7.5 ECTS

Placement: 3rd semester

Offered in Danish and English

### **Content:**

- The basis of and the extended understanding of cost structures, cost estimates and choices between various alternatives including alternative expenses
- The basis of and extended understanding of investment decisions with associated sensitivity analysis/break-even analysis before and after tax
- The basis of and extended understanding of financing forms and types including leasing and criteria for comparison and choices both before and after tax.

### **Learning objectives**

#### **Knowledge and understanding**

The student will gain knowledge about:

- drawing up of common expenses and profitability calculations for the short and long term
- the classic cost accounting systems as well as activity-based cost systems (Activity Based Costing)
- correlations between efforts of production factors and the production of goods and services (LP model)
- investments in connection with the choice between several investment opportunities, both from a before and after tax point of view
- economically optimal service life and replacement time in connection with investments
- the establishment of the investment calculations, as a basis for the selection of alternative courses of action with a longer time horizon
- the significance of the form of financing for the choice of the proposed solution
- how the company's supplementary reports can be used as a management tool
- the use of the budget as a management tool with help from financial control.

#### **Skills**

The student will get the skills to:

- be able to use Excel as a tool for versatile economic analyses
- be able to use central expense concepts that are related to decision making
- be able to analyse how the 'descriptions' (the drivers) for an activity based cost allocation system (Activity Based Costing) can be determined
- optimise parameter efforts based on cost and marketing matters (LP)
- conduct sensitivity analyses in connection with investment considerations
- be able to make capital requirement calculations and payment flows as the basis for establishing investment calculations for both the fixed and the current assets
- be able to perform calculations on a variety of loans and creditors' effective interest rates, before and after tax
- be able to justify the choice of financing form including the use of equity and borrowed capital in connection with investments in the fixed and current assets
- be able to present and disseminate economic solutions
- be able to use the balanced scorecard as a management tool.

### Competencies

The student will learn to:

- independently develop smaller analyses in Excel spreadsheet models
- independently be able to assess the economic implications of planned marketing activities
- independently establish profitability through the use of a business area
- prepare budget/accounts based on the Activity Based Costing system (ABC).
- independently identify and analyse investment and financing opportunities qualitatively and economically in comparison to concrete planning tasks
- independently make a budget follow-up and explain deviations.

### Exam form and organisation

The subject ends with a written 4-hour individual exam with aids and assistance.

### Assessment criteria

The assessment criteria for the exam are the same as the learning objectives for the elective element - business economics. A mark is given according to the 7-point scale.

### Sick and re-examinations

If the exam is not passed, the student must take the re-exam. The re-exam has the same exam form as the ordinary exam.

## 6. Elective course with 10 ECTS credits

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### 6.1 Operational Marketing

Weight: 10 ECTS

Placement: 3rd semester

Offered in Danish and English

#### Content

If you would like to work at a bureau, coordinate with a bureau, or be the company's expert in Operational Marketing, you should choose *Operational Marketing*.

The starting point will be two semesters' teaching in marketing communication, which is why this subject will make you even more functional.

You will learn how to develop an incisive briefing, to deal with creative concept development, to develop campaign flows and plan diverse marketing campaigns. In addition, the course also includes the preparation of messages and various communication products on the most utilised platforms.

The subject will work across both conventional and digital marketing media.

#### Learning objectives

##### Knowledge and understanding

The student will gain knowledge about:

- the interaction between different types of agencies and companies
- briefing/de-brief — form and content
- creative concept development – methods and critical appraisal
- the difference between information and insight, including theories of consumer behaviour and consumer culture
- design of messages and discussion of media
- campaign planning – campaign flows and production schedules.

### **Skills**

The student will get the skills to:

- analyse bureau cooperation types and options
- prepare, implement and manage client meetings for the purpose of forming a briefing
- manage and implement the creative concept development
- understand the value of insight vs information
- be able to analyse and evaluate the company's communication objectives in relation to budget/defining budget, preparation of promotional materials and media choices
- calculate ROMI and estimate the effect of future marketing efforts
- evaluate the relationship between corporate communication and campaigns for selected product categories.

### **Competencies**

The student will learn to:

- select and put together the right agency constellation
- assess the information and de-brief the team
- use insight to create strong concepts
- assess the creative concept
- plan and implement a given campaign.

### **Exam form and organisation**

The exam in Operational Marketing consists of an oral exam, which examines the curriculum for the subject, and thereby the learning objectives for the course.

The individual oral examination will be a separate examination in a video case, which is drawn for the exam. The duration of the exam will be 30 minutes including assessment, and there is no preparation.

### **Assessment**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Operational Marketing. A mark is given according to the 7-point scale on the basis of the oral examination.

### **Prerequisites to take the exam**

It is a prerequisite to take the exam that the students must have an approved a case, prepared in groups, and based on a communicative problem statement for a selected company. This case must comply with the formalities and be handed in properly and on time – more information about this on Fronter. The student must also have participated in an oral group presentation of the case for the company and the lecturers. The case must be approved by the lecturers.

If the case is not approved, or if the student did not take part in the group presentation, the students may not go to the oral examination, and will have used an exam attempt.

### **Sick and re-examinations**

If the exam is not passed, the student must take the re-exam. The re-exam has the same exam form as the ordinary exam.

## **6.2 Procurement and SCM**

Weight: 10 ECTS

Placement: 3rd semester

Offered in Danish and English

### **Objectives:**

The aim of the course is to help the student obtain the competencies to undertake core functions related to procurement in organisations on the BtC as well as the BtB market. The student should also obtain the competencies to undertake core functions related to supply chain management across branches.



### **Knowledge and understanding**

The student will gain knowledge and understanding about:

- logistics and supply chains
- inventory management
- production management
- quality management
- environmental management
- procurement management
- strategic procurement on BtB market
- management of supplier portfolios, including ABC analyses.

### **Skills**

The student will get the skills to analyse the:

- supply chain
- SCM concepts
- inventory management
- production management
- quality management
- environmental management
- purchase management
- strategic procurement
- supplier portfolios.

### **Competencies**

The student will learn to:

- contribute to the optimisation of supply chains, both up and downstream
- participate in strategic procurement
- participate in the management of supplier portfolios.

### **Exam form and organisation**

The subject is completed with a 30-minute individual oral exam. On the exam day, the students will draw a case with associated questions. The students will then have one hour's preparation to read the case and to prepare for an oral defence of questions from the case study. The students will then be examined in the subject's learning objectives based on the case study. Therefore, during the exam, the students can get questions covering the entire curriculum and not just those covered in the case.

### **Assessment**

The assessment criteria for the exam are the same as the learning objectives for the elective element - procurement and SCM. A mark is given according to the 7-point scale based on the oral examination.

### **Sick and re-examinations**

If the exam is not passed, the student must take the re-exam. The re-exam has the same exam form as the ordinary exam.

## **6.3 Human Resource Management**

Vægt: 10 ECTS

Placering: 3. semester

Offered only in Danish

Ønsker du at arbejde i en personaleafdeling, giver HR en bred indsigt i processen fra tiltrækning af medarbejdere, over rekruttering, talentudvikling og afvikling. Valg og udviklingen af de rigtige medarbejdere er nøgle til succes i rigtig mange virksomheder, og kunne du tænke dig at indgå i

dette arbejde som HR-assistent/HR-kordinator, er dette valgfag noget for dig. Du lærer om daglige arbejdsgange og de mere strategiske valg på området, bl.a. hvordan man som stabsfunktion kan servicere resten af virksomheden bedst muligt.

## Læringsmål

### Viden og forståelse

Den studerende skal have viden om:

- Human ressource management og HR's forskellige roller
- Grundlæggende tilgange og måde at anskue medarbejderne på
- Rekrutteringsprocessen
- Rekruttering som en del af virksomhedens branding
- Tests som et værktøj til rekruttering og udvikling af medarbejder
- Metoder til jobdesign
- Introduktion til nye medarbejder – hvordan og hvorfor
- Strategiske perspektiver i samspillet mellem HRM og virksomhedskultur
- Anvendeligheden af forskellige former for incitamenter i forhold til forskellige medarbejdere
- Forskellen mellem kompetencer og kvalifikationer
- Grundlæggende teorier og principper om motivation
- Metoder til kompetence-, karriere- og ledelsesudvikling
- Virksomhedens arbejdsmiljø og hvilken rolle det spiller
- Forskellige HR målinger og deres anvendelse
- Personalejura på generelt niveau.

### Færdigheder

Den studerende skal have færdigheder i:

- At udarbejde jobopslag som afdækker virksomhedens behov og sikrer brandingeffekten
- At afholde ansættelsessamtaler
- At beskrive, analysere og vurdere en virksomheds Human Ressource proces
- At udarbejde og afdække et introduktionsforløb for nye medarbejdere
- At sikre motivation og anerkendelse i virksomheden
- At planlægge medarbejderudviklingssamtaler
- At kortlægge en virksomheds behov for kvalifikationer og kompetencer
- At benytte forskellige metoder til tiltrækning og fastholdelse af medarbejdere
- At dokumentere HR's resultater, igennem målinger, for at sikre en fremtidig eksistens
- At deltage i afviklingsprocessen med øje for både virksomheden og medarbejderen.

### Kompetencer

Den studerende skal opnå kompetence til:

- At gennemføre en rekrutteringsopgave fra afdækning af rekrutteringsbehov, annoncering, ansøgning og samtaler
- At beskrive, analysere og vurdere samspil mellem Human Resource og virksomheders organisering og forretningsmæssige tilgang
- At udforme en personalepolitik med tilhørende handlingsplaner
- At implementere og sikre afholdelse af medarbejderudviklingssamtaler, der er i overensstemmelse med virksomhedens overordnede mål
- At identificere og implementere de rigtige og nødvendige fastholdelses- og udviklingstiltag i virksomheden
- At indgå i rollen som aktiv sparringspartner for både ledelsen og medarbejderne.

### Prøveform og tilrettelæggelse

Faget afsluttes med en prøve. Prøven består af et skriftligt beslutningsgrundlag (max 16.800 anslag) og en mundtlig eksamination.

Den skriftlige del af prøven, beslutningsgrundlaget, udarbejdes med udgangspunkt i centrale modeller og værktøjer fra faget i form af en analyse og en vurdering med udgangspunkt i en konkret virksomhed. Beslutningsoplægget udarbejdes i grupper af 2-3 studerende.

Den individuelle mundtlige del af prøven foregår med udgangspunkt i beslutningsoplægget samt et spørgsmål, som trækkes ved selve eksaminationen. Den studerende får efter trækning af eksamensspørgsmålet på eksamensdagen 30 minutters forberedelsestid, hvorefter den mundtlige eksamination gennemføres. Varighed af eksaminationen vil være 30 minutter inkl. votering

### **Bedømmelse**

Bedømmelseskriterierne for prøven er lig med læringsmålene for det valgfrie element, Human Ressource Management. Bedømmelsesgrundlaget er en samlet helhedsvurdering af det skriftlige beslutningsoplæg og den mundtlige præstation. Den skriftlige del af eksamen, beslutningsoplægget, vægter 25%, mens den mundtlige eksamination vægter 75%. Der gives en samlet, individuel karakter efter 7-trinsskalaen.

### **Forudsætninger for at gå til prøven**

Det er en forudsætning for at gå til den mundtlige del af prøven, at den studerende har afleveret beslutningsoplægget, som udgør en del af eksaminations- og bedømmelsesgrundlaget for prøven. Beslutningsoplægget skal opfylde formalia og være korrekt og rettidigt afleveret - se informationer herom på Fronter. Ved ikke-rettidig aflevering eller manglende opfyldelse af formalia, kan den studerende ikke gå til den mundtlige del af prøven, og der er brugt et eksamensforsøg.

### **Syge- og omprøver**

Hvis prøven ikke består, skal den studerende til omprøve. Omprøven har samme prøveform som ordinær eksamen.

Har den studerende ikke afleveret beslutningsoplægget, vil den studerende blive placeret i en gruppe, som den studerende skal udarbejde beslutningsoplægget sammen med.

## **6.4 Oplevelser og sponsorater**

Vægt: 10 ECTS

Placering: 3. semester

Offered only in Danish

I valgfaget *Oplevelser og sponsorater* kombinerer vi teorierne fra Oplevelsesøkonomi med de praktiske udfordringer inden for Sponsoring. Sponsorater i dag handler nemlig om meget mere end bare logoeksponering på et skilt eller en trøje. Du skal udnytte sponsorater kreativt med fokus på oplevelser, følelser og passion.

Du kommer også til at udvikle forretningsmuligheder baseret på oplevelser og anvende innovationsmodeller til udvikling af nye koncepter.

Interessen for Oplevelsesøkonomi har været stigende i Danmark de seneste år. Således arbejder en meget stor del af danske virksomheder med oplevelser for at skabe værdi for kunder og medarbejdere. Sponsorater er ligeledes i vækst, og både små og store virksomheder bruger i dag sponsorater som en væsentlig del af deres branding.

### **Læringsmål**

#### **Viden og forståelse**

Den studerende skal have viden om:

- Definitioner, teorier og modeller inden for oplevelsesøkonomi
- Hvilke formål sponsorer og sponserede kan have med sponsorater
- Hvilke overvejelser der indgår i strategisk arbejde med sponsorater
- Hvordan alle fem sanser kan anvendes i markedsføringen af oplevelser.

### **Færdigheder**

Den studerende skal have færdigheder i at:

- Analysere og vurdere oplevelseskoncepter
- Anvende innovationsmodeller til udvikling af nye koncepter
- Udnytte sponsering til at interagere med målgruppen
- Sælge sponsorater på en effektiv måde.

### **Kompetencer**

Den studerende får kompetencer til at:

- Udvikle en sponsorstrategi
- Udvikle kreative løsninger til udnyttelse af sponsorater
- Identificere, analysere og vurdere forretningsmuligheder baseret på oplevelser
- Udvikle og eksekvere oplevelser til målgruppen.

### **Prøveform og tilrettelæggelse**

Faget afsluttes med en prøve. Prøven består af en gruppepræsentation med efterfølgende individuel, mundtlig eksamination.

Præsentationen er en 30 minutters gruppepræsentation af et sponsorkoncept.

Herefter følger en individuel, mundtlig eksamination af 15 minutters varighed (inkl. votering) i fagets pensum.

### **Bedømmelse**

Bedømmelseskriterierne for prøven er lig med læringsmålene for det valgfrie element, Oplevelser og sponsorater. Der gives karakter efter 7-trinsskalaen på baggrund af en samlet vurdering af den mundtlige gruppepræsentation og den individuelle eksamination.

### **Forudsætninger for at gå til prøven**

Det er et forudsætning for at gå til den mundtlige del af prøven, at den studerende med sin gruppe har udarbejdet og præsenteret et sponsorprojekt for en selvvalgt virksomhed. Præsentationen af konceptet (PPT eller lignende) samt dokumentation for at konceptet er præsenteret over for virksomheden (video), skal uploades til fronter ca. en uge inden den mundtlige prøve (dato oplyses af studieadministrationen i god tid inden aflevering – se Fronter).

Ved ikke-rettidig aflevering eller manglende opfyldelse af formalia, kan den studerende ikke gå til den mundtlige del af prøven, og der er brugt et eksamensforsøg.

### **Syge- og omprøver**

Hvis prøven ikke består, skal den studerende til omprøve. Ved omprøven vil der dog ikke være en gruppepræsentation, men i stedet udelukkende en 30 minutters individuel eksamination med udgangspunkt i det tidligere afleverede gruppeoplæg.

## **6.5 Innovation og iværksætter**

Vægt: 10 ECTS

Placering: 3. semester

Offered only in Danish

### **Indhold**

Går du med en drøm om at starte din egen virksomhed, eller ønsker du at være den nytænkende og innovative medarbejder i en eksisterende virksomhed? I dette fag er der fokus på at udvikle ideer og kommercialisere dem. Du kommer til at arbejde i virksomhedsgrupper, hvor I sammen skal udvikle, pitche og i nogen udstrækning eksekvere en forretningsplan. Du kan have en idé i baghovedet, når du kommer, eller du vil blive introduceret til værktøjer, som vil gøre dig i stand til at idéudvikle på baggrund af dit kendskab til markedsføring og økonomi.

Undervisningen varetages af erfarne undervisere, som har prøvet iværksætterier på egen krop, og som samtidig er velfunderet ud i den faglighed, der også er nødvendig for at starte egen virksomhed.

## Læringsmål

### Viden og forståelse

Den studerende skal have viden om:

- Innovation og anvendelse af innovation i praksis
- Idéudvikling som grundlag for etablering af en virksomhed
- Etableringsprocessen for en ny virksomhed
- Forretningsmodel og forretningsplanlægning
- Hvordan man starter egen virksomhed
- Oprettelse af et selskab og håndtering af processer ved at have en virksomhed
- Hvordan man skaffer risikovillig kapital til finansiering af virksomhedens første vanskelige faser
- Hvordan man "pitcher" sin ide til investorer og samarbejdspartnere
- Betydningen af entrepreneurship, intrapreneurship, iværksætter- og selvstændighedskultur nationalt og internationalt
- Hvad der skal til for at gå i praktik i egen virksomhed.

### Færdigheder

Den studerende skal have færdigheder i:

- At kunne arbejde med innovation
- At kunne give en karakteristik af en iværksætter i dag
- At kunne idéudvikle og vurdere idéers kommercielle bæredygtighed
- At kunne identificere og vurdere finansieringsbehov og muligheder
- At kunne pitche/sælge en ide til en investor eller samarbejdspartner via træning og deltagelse i idekonkurrencer
- At kunne starte en virksomhed fra en idé.

### Kompetencer

Den studerende skal have kompetencer til:

- At forstå og handle på innovation
- At kunne udvikle, præsentere og vurdere en forretningsidé
- På baggrund af forretningsidéen at kunne udarbejde, præsentere og vurdere en forretningsplan.
- At starte en virksomhed

### Prøveform og tilrettelæggelse

Prøven består af en mundtlig gruppeeksamen på baggrund af en skriftlig opgave.

Opgaven er en forretningsplan, der udarbejdes i grupper af 3-4 studerende. Forretningsplanen skal have et omfang på max. 15 sider (31.500 anslag) ekskl. bilag.

Ved den mundtlige prøve præsenteres forretningsplanen, som derefter forsvares ved en mundtlig gruppeeksamen. Til eksaminationen forbereder de studerende en gruppepræsentation på max 20 min. Herefter er der eksamination af gruppen i 30-40 minutter, svarende til ca. 10 min. pr. studerende. Den skriftlige opgave, forretningsplan, og det mundtlige forsvar vurderes af underviseren og en intern censor.

### Bedømmelse

Bedømmelseskriterierne for prøven er lig med læringsmålene for det valgfrie element, Innovation og iværksætterier. Der gives en samlet individuel karakter efter 7-trinsskalaen.

Bedømmelsesgrundlaget er en samlet helhedsvurdering af forretningsplanen og den mundtlige, individuelle præstation.

### Forudsætninger for at gå til prøven

Det er en forudsætning for at gå til den mundtlige del af prøven, at den studerende har afleveret forretningsoplægget, som udgør en del af eksaminations- og bedømmelsesgrundlaget. Forretningsoplægget skal opfylde formalia og være korrekt og rettidigt afleveret - se informationer herom på Fronter.

Ved ikke-rettidig aflevering eller manglende opfyldelse af formalia, kan den studerende ikke gå til den mundtlige del af prøven, og der er brugt et eksamensforsøg.

### **Syge- og omprøver**

Hvis prøven ikke består, skal den studerende til omprøve. Omprøven har samme prøveform som ordinær eksamen. Der skal afleveres en ny forretningsplan, som enten kan være en revideret udgave af den oprindelige forretningsplan for samme virksomhed og produkt eller for en ny virksomhed og/eller produkt. Grundlaget for en omprøve, og om det er en ny eller revideret forretningsplan, afhænger af en faglig vurdering, og meddeles til den studerende af underviser.

## **6.6 Key Account Management and Sales Management**

Weight: 10 ECTS

Placement: 3rd semester

Offered in Danish and English

Take Key Account Management and Sales Management if you want to learn to create close ties to your company's key customers at a strategic level while at the same time develop the competencies required to create a sales organisation. This elective is built upon Sales taught in the 1st semester and Marketing taught at the 1st and 2nd semesters.

In addition to Key Account Management and Sales Management, you will be introduced to management tools, including motivation and change management so that you as a salesperson with ambitions of becoming a Key Account Manager will understand the responsibilities of a sales manager in a minor sales function.

### **Knowledge and understanding**

The student will gain knowledge about:

- the key account manager's role in the company
- general principles of sales management
- motivation, feedback and sales coaching
- economic activities, including benchmarking and objectives.

### **Skills**

The student will get the skills to:

- understand the strategic sales and marketing on a B2B market
- understand the role of feedback and sales coaching sales management
- understand the structure and management of the sales organisation, including needs for improvement
- motivate employees for better sales results.

### **Competencies**

The student will learn to:

- understand strategic sales and marketing on a B2B market
- give/receive constructive feedback to employees
- give/receive sales coaching
- apply methods to constructively follow-up on campaigns/activities and daily sales.

### **Exam form and organisation**

The subject is completed with an exam. The exam consists of an individual oral examination that is based on a brief case description, as well as associated issues that are drawn on the exam day.

After drawing the case and questions, the students have 30 minutes of preparation time before the oral examination, which is also 30 minutes.

### **Assessment**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Key Account Management and Sales Management. A mark is given according to the 7-point scale.

### **Sick and re-examinations**

If the exam is not passed, the student must go to a re-exam. The re-exam has the same exam form as the ordinary exam.

## **6.7 Digital Marketing**

Weight: 10 ECTS

Placement: 3rd semester

Offered in Danish and English

In this elective, you will be taught to work professionally with digital marketing and be successful online.

With the subject 'digital marketing', you will get a basic understanding of concepts, models and tools within the field of digital marketing. You will be qualified to professionally analyse, plan and carry out various forms of digital marketing. You'll get insight into how you can target marketing online towards a desired target audience, as well as how you analyse and assess the market potential.

### **Content**

- Introduction to online marketing and digital strategy
- Google AdWords, digital adverts and advertising
- Search engine optimisation
- Marketing on social media
- Email marketing and customer loyalty
- Web analytics with Google Analytics
- Conversion optimisation, usability and user-testing
- Concept development for mobile devices and responsive design
- Relevant law in connection with online marketing.

You will be taught by professionals, who work with digital marketing, and you'll see how professional online campaigns are implemented. You will also get access to a wide range of tools that are used by companies that work with online marketing. The course is very close to practice and alternates between teaching presentations, discussions, exercises and tasks - individually, in teams and in the class.

### **Objective:**

The aim of the course is to ensure that the students acquire skills, based on a fundamental understanding of the concepts, models and tools in the field of digital marketing, so that the student can carry out and take part in the analysis, planning and practical application of digital marketing. This includes an analysis and assessment of the market potential, development of digital marketing strategies, planning of specific digital marketing activities as well as measuring and optimising the digital marketing.

### **Knowledge and understanding**

The student will gain theoretical and practical knowledge and understanding about:

- key digital marketing concepts as well as marketing's typical role in relation to the company's digital marketing.

- central primary and secondary data collection methods in relation to work with market analysis and impact measurement of marketing.
- the digital strategy's significance and relevance.
- managing digital marketing.

### **Skills**

The student will get the skills to:

- use digital marketing concepts, models and theories in order to assess the potential for sales of the company's services and online products.
- use the key methods and tools related to the practice of the area.
- set targets and evaluate key areas for the company's digital strategy.
- use the key methods and tools to plan digital marketing and related marketing plans for the company's idea and overall strategies.
- use web statistics and process data, and on that background conclude on the consequences of the marketing efforts.
- use the key methods and tools to plan work with usability and user tests in order to improve usability.
- assess your company's placement in search engines and make proposals for action areas.
- assess and justify the needs and prepare ads and promotional campaigns in digital media.
- identify relevant laws and evaluate the implications for the company's digital marketing.
- assess the potential of marketing via mobile devices, and participate in the development of concepts.
- be able to communicate academic problems and solutions as well as present the results to peers, business partners and non-specialist users.

### **Competencies**

The student will learn to:

- participate in interdisciplinary teams associated with the company's work with digital marketing.
- independently analyse, plan and carry out tasks in connection with digital marketing.
- manage the development of the digital strategy on the basis of the company's situation and with the involvement of relevant stakeholders.
- use web statistics and user tests to organise and optimise the digital marketing efforts.

### **Exam form and organisation**

The subject is completed with an exam. The exam consists of an individual, oral examination based on an individual case assignment, which the students have prepared.

A short case assignment will be handed out which the students have 7 days to prepare. The case material is based on a company. The student is required to prepare a practical product (PowerPoint etc.) based on the case assignment, which is presented at the oral exam. This practical product can, for example, be a digital marketing campaign which focuses on SEO, social media, email marketing, AdWords, conversion optimisation etc.

In the oral exam, the student must present the case study and its issues and present the practical product. The overall presentation should last about 12-14 minutes.

The students will then be examined in subject's learning objectives based on the case study (about 12-14 minutes). Therefore, during the exam, the students can get questions covering other parts of the curriculum and not just those covered in the case.

### **Assessment**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Digital Marketing. The mark is given based on both the case assignment and the oral, individual performance. A mark is given according to the 7-point scale.



### **Prerequisites to take the exam**

In order to take the exam, it is a prerequisite that the student has handed the practical product in on time. This is a part of the exam and assessment criteria.

### **Sick and re-examinations**

If the exam is not passed, the student must go to a re-exam. The re-exam is based on a new case assignment, with the same criteria as the regular exam. New case material will therefore be distributed via WISEflow and a new date for the oral examination will be announced.

## **6.8 International Business Communication**

Weight: 10 ECTS

Placement: 3rd semester

Offered only in English

A minimum of 14 participants are required to offer this subject.

If you want to work with export sales or marketing in export markets, language and cultural insight is a prerequisite. In this subject, you will improve your written and oral English while you are introduced to the business culture and learn how to negotiate with foreign cultures. Students will gain intercultural competencies in cooperation, presentations, sales and communication with this international elective. In addition to personal communication and intercultural communication, students will also achieve competencies in Corporate Communication, an area that fits well with international marketing. Corporate Communication concerns how companies work with their communication in order to achieve a positive relationship with their various stakeholders.

### **Knowledge and understanding**

The student will gain knowledge about:

- advanced business English terminology
- business environments in the English-speaking world and other
- and understand different communication strategies in business
- and understand cultural differences in business environments across the English-speaking world
- Corporate Communication and Stakeholder Relationship Management
- advanced business English terminology in sales, marketing, purchasing and meetings

### **Skills**

The student will get the skills to:

- speak English at an advanced level for international business
- communicate effectively in cross-cultural environments in English
- utilise international business language in practical situations for marketing, purchasing, selling, and customer service
- negotiate in international environments
- undertake stakeholder management audits
- apply acquired knowledge of communicative strategies in practice

### **Competencies**

The student will learn to:

- participate in oral and written communication tasks in English in relation to marketing, sales and business communication in an international company
- cooperate with customers and suppliers with a different cultural and linguistic backgrounds.
- undertake strategic business communication tasks in English
- implement Stakeholder Relationship strategies in order to attain positive corporate reputations
- interact competently in inter-cultural business environments

### **Exam and organisation**

The exam is a 30-minute oral, individual exam based on an individual 3 hour written exam.

The written exam is a case. The students' written exam paper must present the various elements of the communicative, cultural and business aspects of the case.

The oral examination begins with the student giving a presentation of the case. A discussion of the written exam will follow to assess the student's written and oral English communicative skills. Based on the written exam paper, the student will present the various elements of the communicative, cultural and business aspects of the case. After the students' presentation, a discussion of the written exam paper will follow to assess the student's written and oral English communicative skills.

### **Assessment**

The evaluation criteria for the exam equals the learning objectives of the elective educational element International Business Communication. One overall mark is awarded immediately after the oral examination covering both the written and oral parts of the examination. The written exam and the oral exam weigh 50% each. If the overall assessment results in a mark lower than 02, the exam is not passed.

### **Prerequisites to take the exam**

In order to take the oral exam the written exam must be timely submitted.

### **Sick and re-examinations**

Same exam form as the ordinary examination.

## **7. Elective subject with 5 ECTS credits**

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PLEASE NOTE: You can only choose one 5 ECTS subject, and this can only be selected in conjunction with either the Statistics and Business Economics (15 ECTS) or an international summer school (5 ECTS).

### **7.1 International summer schools**

Weight: 5 ECTS

Placement: During the summer holidays before the start of the 3rd semester

**Please note:** As the summer schools only constitute 5 ECTS credits, students must supplement this with an additional 5 ECTS course in autumn 2016 – see the possibilities for interdisciplinary elective courses in the electives catalogue 'Electives with 5 ECTS credits', which is on Fronter.

It is also possible to buy a summer school as an extra subject if you want two 10 ECTS subjects instead of one 10 ECTS and 2 x 5 ECTS. This costs 2000 DKK. Please contact International Office for more information.

### **Content**

The purpose of an international summer school is to acquire the skills to engage in multicultural teams in an academic context. The subjects in each summer school vary, though each stay includes innovation, and the students must solve a big assignment in cooperation with local students. Read more about summer schools here: [www.baaa.dk/go-abroad/summer-or-winter-school](http://www.baaa.dk/go-abroad/summer-or-winter-school)

Students who choose 'summer school' as an elective element in the 3rd semester will be informed of their final options and conditions before 1/3 2016.

### **Knowledge and understanding**

The student will gain knowledge about:

- a different culture
- how the specific country works - politically, culturally and economically
- economic issues in that country
- a selected industry or specific subject area
- cultural theory and business culture.

### **Skills**

The student will get the skills to:

- work with interdisciplinary and cross-cultural approaches
- do project work in a multicultural environment
- English business language
- acquire new theoretical knowledge of cultural theory and business culture.

### **Competencies**

The student will learn to:

- work cross-culturally in a different and challenging environment
- present and sell ideas
- participate in international work
- work together with different people – both academically and culturally
- be part of situations which they are not accustomed to
- use new knowledge concerning a foreign culture and market.

### **Exam form and organisation**

The form of the examination depends on the summer school. The students are examined in connection with the summer school.

### **Assessment criteria**

One mark is given for the examination at the summer school according to the Danish 7-point scale.

### **Sick and re-examinations**

Depends on the summer school.

## **7.2 International Business Communication**

Weight: 5 ECTS

Placement: 3rd semester

Offered only in English

Do you want to work with sales and marketing on export markets where language and cultural skills are a prerequisite? This elective will provide you with the spoken and written language skills, together with the intercultural competencies, necessary to work across international cultures.

### **Knowledge and understanding**

The student will gain knowledge about:

- advanced business English terminology
- knowledge of business environments in the English-speaking world and other countries
- the English-speaking world and other countries.

### **Skills**

The student will get the skills to:

- speak English at a high level for international business
- communicate effectively in cross-cultural environments in English

- utilise international business language in practical situations for marketing, purchasing, selling, and customer service.

### **Competencies**

The student will learn to:

- participate in oral and written communication tasks in English in relation to marketing, sales and business communication in an international company
- cooperate with customers and suppliers with a different cultural and linguistic background.
- interact competently in inter-cultural business environments

### **Exam and organisation**

The exam is an oral individual exam based on an individual written report of max 6.300 characters.

On the basis on a case study, the student will present a report discussing the various elements of the cultural and business aspects of the case. An oral presentation discussing the written report will follow to assess the student's written and oral English communicative skills.

### **Assessment**

The evaluation criteria for the exam equal the learning objectives of the elective educational element International Business Communication. One overall mark is awarded immediately after the oral examination covering both the written and oral parts of the examination

The written report and the oral exam weigh 50% each.

### **Prerequisites to take the exam**

In order to take the oral exam, the written exam paper must be timely submitted and the contents of the written exam paper must be credible.

### **Sick and re-examination**

Same exam form as the ordinary examination.