



Curriculum Part 3

Marketing Management

Elective programme elements autumn 2018

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1. Scope of the curriculum part 3, electives catalogue

This description of the elective programme elements applies to students on the Marketing Management programme who need to choose an elective element for autumn 2018.

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

The purpose of the elective elements 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 elective 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.

All the elective element exams have an internal co-examiner.

3. Taking electives

On the Marketing Management programme, in the third semester, students must study elective elements worth a total of 20 ECTS credits.

You can take your electives in different ways, although the student must always complete 20 ECTS. You can take your electives according to the following packages:

- Business Economics (7.5 ECTS)
Statistics (7.5 ECTS)
International Business Communication (5 ECTS) *or* Entrepreneurship (5 ECTS)
or Summer School (5 ECTS).
- Digital Marketing (10 ECTS)
Procurement and Logistics (10 ECTS)
- Digital Marketing (10 ECTS)
International Business Communication (5 ECTS) *or* Summer School (5 ECTS)
Entrepreneurship (5 ECTS) *or* Summer School (5 ECTS)
- Procurement & Logistics (10 ECTS)
International Business Communication (5 ECTS) *or* Summer School (5 ECTS)
Entrepreneurship (5 ECTS) *or* Summer School (5 ECTS).

4. Completion of exams, as well as illness and re-exams

4.1 Completion of exams

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/written answers not handed in

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 does not 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 Illness and re-examinations

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

Illness 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 (illness) 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 with 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. Further studies (2 x 7.5 + 5 ECTS)

If the student wants to take further studies at 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.

IMPORTANT: If you are planning to study abroad for the 3rd semester, be aware that you will not be able to take statistics and business economics at the Academy and thereby these subjects will not be shown on your diploma. If you plan on studying an MSc in Economics at Aarhus University after completing your Bachelor in International Sales and Marketing Management, you are responsible for finding appropriate subjects at the foreign University which correspond to statistics and business economics. These must, in addition to being approved by the Academy, also be approved by a Danish University, to ensure they cover the requirements. You are responsible for contacting the university to find out whether this is possible.

5.1 Statistics

Weight: 7.5 ECTS

Included in the elective package with Business Economics (7.5 ECTS) as well as either International Business Communication (5 ECTS) *or* Entrepreneurship (5 ECTS) *or* International Summer School (5 ECTS).

Content:

- Probability theory
- Stochastic 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
- Stochastic 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.

Illness 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.

5.2 Business Economics

Weight: 7.5 ECTS

Included in the elective package with Statistics (7.5 ECTS) as well as either International Business Communication (5 ECTS), Entrepreneurship (5 ECTS) *or* Summer school (5 ECTS).

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
- The basis of the understanding of optimisation problems.

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
- how to do a simple price optimisation
- how price differentiation opportunities affect the price on the domestic and export markets.

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 forms including the use of equity and borrowed capital in connection with investments in fixed and current assets
- be able to present and disseminate economic solutions
- be able to use the balanced scorecard as a management tool
- be able to perform calculations with simple price optimisation problems
- be able to do price optimisation calculations using different competition forms
- be able to do price optimisation calculations with the possibility of exporting at a fixed price
- be able to do price optimisation calculations with the possibility of exporting with a declining pricing context.

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 be able to find the optimal price under different competition forms and on various markets (domestic and export markets).

Exam form and organisation

The subject ends with a written 4-hour individual exam. Written aids are allowed.

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.

Illness 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. 10 ECTS electives

6.1 Digital Marketing

Weight: 10 ECTS

Included in the electives package with Procurement & Logistics (10 ECTS)

or Entrepreneurship (5 ECTS) plus International Business Communication (5 ECTS).

One of the 5 ECTS subjects can be replaced with International Summer School (5 ECTS).

In this elective element, you will get a basic understanding of concepts, models and tools in the field of digital marketing, so you can professionally analyse, plan and execute a large number of the most common tasks in this field. You will 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. This subject will prepare you to work professionally with digital marketing.

Content

- Digital marketing and digital marketing strategy
- Basic optimisation, including on-site and off-site SEO (search engine optimisation)
- Google Adwords, digital adverts and advertising
- Marketing on social media
- Email marketing and customer loyalty
- Web analytics with Google Analytics
- Conversion optimisation and user-testing

- Mobile first and responsive design
- Relevant law in connection with online marketing
- Trends and tendencies in digital marketing.

You will be taught by professionals, who have extensive experience working 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 groups 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.

Learning objectives

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
- 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 plan the optimisation of the mobile design
- 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 a topic and related question, which the student draws on the day. There will then be 30-minutes preparation time, followed by a 30-minute examination (including assessment) within the overall topic. Therefore, during the exam the students can get questions covering additional parts of the subject's learning objectives than 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. 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 Study Update. 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 student may not take the oral examination, and will have used an exam attempt.

Illness 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.

6.2 Procurement & Logistics

Weight: 10 ECTS

Included in the electives package with Digital Marketing (10 ECTS) *or* Entrepreneurship (5 ECTS) plus International Business Communication (5 ECTS).

Entrepreneurship (5 ECTS) or International Business Communication (5 ECTS) can be replaced with international summer school (5 ECTS).

Objective:

The aim of the course is to help the student obtain the competencies to undertake core functions related to procurement and logistics across branches.

Knowledge and understanding

The student will gain knowledge and understanding about:

- a purchasing agent's roles and tasks in both manufacturing and retail companies
- inventory management and methods for establishing inventory needs
- methods to determine order sizes and ordering methods
- production management and interaction with procurement in manufacturing companies, including methods to determine the optimal batch size
- MRP and parts list
- Sales and Operations Planning (SOP)
- range management and sales follow-up in retail businesses using data analysis
- relationships and the importance of relationships for cooperation with other members in the supply chain, including cooperation models
- choices between 'make or buy'
- INCO terms
- different cargo types
- the operational running of physical warehouses, incl. picking principles and location principles in Warehouse Management
- negotiation.

Skills

The student will get the skills to:

- use key methods to analyse purchases in both production and retail companies
- calculate the optimal order quantity on the basis of the company's orders and warehouse costs as well as sales and purchase prices
- calculate the optimal reorder point
- calculate the need for emergency stocks on the basis of service degree requirements, suppliers' delivery times and standard deviations in the company's sales forecasts
- calculate the optimal series size in manufacturing companies
- use part lists and calculate gross and net requirements for materials in production companies, as well as calculate lead times, free and total time reserves and note the critical routes in a production process
- analyse and assess the Sales and Operations Planning in a company
- manage the assortment of a retail business based on analysis of sales data
- apply methods to analyse relationships and determine which relationship types are appropriate in given situations
- apply methods to analyse the pros and cons of outsourcing, insourcing and offshoring respectively
- evaluate the pros and cons of various shipping forms and make selections on the shipping form
- analyse the operation of a physical warehouse
- plan and participate in negotiations about trade between two parties in a supply chain, including the choice of delivery terms.

Competencies

The student will learn to:

- apply the selected analyses to solve issues and tasks related to procurement and logistics
- relate to and reflect on the use and implementation of the proposals for solutions in practice.

Exam form and organisation

The subject is completed with a 30-minute individual oral exam with 60-minutes preparation time. On the exam day, the student will draw a case with associated questions. The student will then have 60 minutes preparation to read the case and to prepare for an oral defence of questions from the case study. The student will then be examined in subject's learning objectives based on the case study. Therefore, during the exam, the student can get questions covering additional learning objectives and not just those covered in the case. Examination time is 30 minutes, including assessment.

Assessment

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

Illness 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.

7. 5 ECTS electives

7.1 Entrepreneurship

Weight: 5 ECTS.

NOTE: The subject Entrepreneurship must be chosen if you want to take your internship in your own company.

Content

Do you dream of starting your own business or do you want to be the innovative employee in an existing company? In this subject, you will focus on developing ideas and commercialising them. You will work in company groups, which together you must develop, validate and pitch a company idea and a relevant business plan. You may already have an idea but otherwise you will be introduced to tools that enable you to develop ideas based on your knowledge of marketing and economics.

The teaching is carried out by experienced lecturers who have worked with entrepreneurship personally and are also theoretically grounded concerning what is necessary to start your own company.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- innovation and the use of innovation in practice
- development of ideas as the basis for the establishment of a company
- the establishment process for a new company
- company models and business planning
- how to start your own company
- how to create a company and manage processes in the company
- how to get risk capital for the financing of the company's first difficult phases
- how to pitch their ideas to investors and partners
- the importance of entrepreneurship and intrapreneurship and the self-employed culture nationally and internationally
- what it takes to do an internship in their own company.

Skills

The student will get the skills to:

- work with innovation
- explain the characteristics of entrepreneurship today
- create ideas and evaluate the ideas' commercial sustainability
- identify and determine financing needs and opportunities
- develop and validate a company idea and business plan
- pitch/sell an idea to an investor or partner through training and participation in idea competitions
- start a company from an idea.

Competencies

The student will learn to:

- understand and act on innovation
- develop, present and evaluate a business idea
- based on company idea, prepare, present and evaluate a business plan
- start a company.

Exam form and organisation

The exam consists of an oral exam, which is based on a written assignment.

The assignment is a business plan which is prepared in groups of max 3 students. The business plan must be max 15 pages (31 500 characters) excluding appendices. The business plan must be handed-in approximately 7 days before the oral exam. The date of the hand-in will be provided on Study Update. The business plan must be presented and defended at an individual, oral exam. The duration of the exam is 30 minutes per student, including assessment. For the exam, the student

must prepare a presentation of max 10 minutes. This is followed by an examination of the student for about 20 minutes.

Assessment

The assessment criteria for the exam are the same as the learning objectives for the elective element - Entrepreneurship. An individual mark according to the 7-point scale is given. The mark is given based on both the business plan and the oral, individual performance.

Prerequisites to take the exam

In order to take the exam, it is a prerequisite that the student has handed in a business plan for the company, which is a part of the exam and assessment criteria. The business plan must comply with the formalities and be handed in properly and on time – more information about this on Study Update is not allowed to take the oral exam and will have used one exam attempt.

Illness 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. A new business plan must be handed in. This can either be a revised version of the original business plan for the same company and product, or a new company and/or product. The basis for the re-exam and whether it should be a new or revised business plan depends on an academic assessment and will be communicated to the student by the lecturer.

7.2 International Business Communication

Weight: 5 ECTS.

Included in the elective package with Statistics (7.5 ECTS) and Business Economics (7.5 ECTS).

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 terminology in English
- business environments in the English-speaking world and other countries
- understanding cultural differences in business environments across 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 of 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. Duration of the oral exam is 30 minutes incl. assessment

Assessment

The evaluation criteria for the exam equals the learning objectives of the elective programme element International Business Communication. One overall mark is awarded immediately after the oral examination which covers both the written and the 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 handed-in on time and the contents of the written exam paper must be credible.

Illness 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. The re-exam will be based on the report already handed in.

7.3 International Summer Schools

Weight: 5 ECTS

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

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: <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 March 2018.

Learning objectives

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
- understand 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.

Illness and re-examinations

Depends on the summer school.