

CURRICULUM
for
Marketing Management

Part III: The electives' catalogue.

Commencement 01.02.22



Content

1. The electives' catalogue.....	2
2. Elective exams	3
2.1. Completion of the exams.....	3
Pass / fail exams	3
Project not handed in/written answers	3
Not participated in the exam/oral examination	3
Sickness and re-examinations	3
3. Electives worth 7.5 ECTS on the programme.....	5
3.1. Operational advertising	5
3.2. Procurement.....	7
3.3. Search engine optimisation (SEO)	8
3.4. Social media and content.....	10
4. Electives worth 5 ECTS on the programme.....	11
4.1. Entrepreneurship	11
4.2. Google Ads / Search Engine Advertising (SEA)	13
4.3. International summer schools.....	15
5. The use of aids and assistance.....	16
6. Commencement	16

This curriculum is part of the national curriculum and the institutional part, and they must be used together. The national part of the curriculum is the same for all academies that offer this programme, while the institutional part of the curriculum and the electives' catalogue are specific to Business Academy Aarhus.

1. The electives' catalogue.

On the programme the electives are weighted 20 ECTS. Elective elements, learning objectives and the criteria for assessment for autumn 2022 are described in this elective's catalogue.

If there are less than 10 registered for an elective course, the Academy can choose not to offer the elective 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 number of classes within a given elective subject. Therefore, we cannot guarantee that each student will get their 1st priority.

The following 7.5 ECTS electives will be offered:

- Operational advertising
- Procurement
- Search engine optimisation (SEO)
- Social media and content

These electives are described in section 3.

The following 5 ECTS electives will be offered:

- Entrepreneurship
- Google Ads / Search Engine Advertising (SEA)
- International summer schools

These electives are described in section 4.

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

Summer School

It is also possible to choose a summer school as an elective. The selected summer school must be approved by the relevant head of programme before you leave so that prior credit approval can be obtained.

Upon approval of the prior credit approval, the programme element is considered completed if it is passed according to the rules of the programme.

The International Office can be contacted for further information.

2. Elective exams

When starting on a programme element, semester, etc., the students will automatically be registered for the relevant exams. Registration for an exam means that one exam attempt has been used. This does not apply to students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional.

All exams are held in English. For all international programmes, all exams are conducted in English.

2.1. Completion of the 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 for a specific exam, they will appear in the individual exam descriptions below.

Pass / fail exams

If a student has not achieved the mark 02 or higher for an oral or written exam or a combination of this, the exam will not be passed, 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 or 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.

Sickness and re-examinations

The specific deadlines can be seen in each exam description.

Information about the time and place of sick/re-exams can be found on Study Update. This may 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 (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 by a doctor's certificate. The Academy must receive the doctor's 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 one examination attempt. The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on Study Update 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 to take the exam the next time it is scheduled. The re-examination may be the same as the next regular exam.

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



3. Electives worth 7.5 ECTS on the programme

3.1. Operational advertising

Content

The subject element Operational advertising deals with operational advertising and is based on tasks and cooperation with agencies. The subject area deals with tasks within project management and consultancy work, as well as tasks in the overlap between agency and company.

The subject element focuses on the tasks within operational advertising at both the strategic and the operational level. This introduces theories for collecting data, managing data, communicating data and completion of initiatives and activities based on this data.

Learning objectives

Knowledge

The student will gain:

- development-based knowledge of the agency industry and campaign development practices via centrally applied theory and methodology, including what the agency industry is and how it works.
- an understanding of agency industry practice, centrally applied theory, and methodology for developing campaigns.

Skills

The student will get the skills to:

- apply Operational Advertising's key methods and tools, including strategic planning, concept development, campaign activation, as well as apply the skills associated with employment within the agency industry.
- assess the practice-orientated problem statements within campaign development and select solution options
- communicate the practice-orientated issues and possible solutions to business partners

Competencies

The student will learn to:

- manage development-orientated situations in connection with campaign development
- be able to participate in academic and interdisciplinary cooperation with a professional manner.
- in a structured context, acquire new knowledge, skills, and competencies in relation to campaign development in the agency industry.

The exam form and organisation including any formal requirements

The exam in Operational advertising consists of a continuous assessment activity as well as an individual, oral exam, which examines the learning objectives for the subject element.

The continuous assessment assignment:

The continuous assessment activity consists of a case presentation prepared in groups of 4-6 students, on the basis of a communicative problem for a selected company.

The case presentation must be prepared as a presentation (Power Point or PDF) with maximum 50 presentation slides (excluding appendices and hidden slides). In this elective, students will work continuously with the case presentation, which is based on the topics reviewed. The case presentation must be handed in on time and be credible. The student must also participate in an oral group presentation of the case presentation for the lecturers and possibly the company. The case presentation must be submitted via Canvas as a group submission and must be submitted no later than 7 days before the oral examination. One mark is given on the basis of the oral examination.

The oral exam:

The individual, oral examination will be based on a video case with associated questions, which will be drawn by the student for the exam. The duration of the exam will be 30 minutes including assessment, and there is no preparation time. The oral examination must be passed separately with a minimum mark of 02.

Criteria for assessment

The assessment criteria for the exam are the same as the learning objectives for the subject element - Operational Advertising. The result from the continuous assessment activity is part of the continuous assessment and is weighted 30% of the total mark. The individual, oral exam counts 70% of the total mark. One single mark is given for the subject element Operational Advertising (continuous assessment activity and the oral examination). As mentioned, the oral examination must be passed separately with a minimum mark of 02.

The exam is assessed according to the 7-point scale and has an internal co-examiner.

Completion of the exam

The students have one attempt to complete the continuous assessment activity. If the case presentation is not handed in, if there is undocumented absence for the presentation, or if the case presentation is handed in without credible content the students will get the mark -3. If the students have a documented absence (sickness, paternity/maternity or other leave), a new exam attempt will be provided.



3.2. Procurement

Content

This elective element deals with most aspects related to procurement in commercial companies. The focus is on how buyers work to optimise and professionalise procurement in companies across industries and sizes. Work is carried out with both the purchase of goods for resale, as well as goods for consumption, either in production or in operation. The subject element includes all aspects of procurement from the idea, requirement specifications, sourcing, supplier selection and negotiation to supplier cooperation and analysis of the consequences of procurement in the form of TCA and TCO calculations. Likewise, work is done with operational procurement concerning inventory management, order sizes and reorder items, as well as inventory and material requirement calculations.

Learning objectives

Knowledge

The student will gain:

- development based knowledge of the practice and centrally applied theory and methods associated procurement
- and can understand the practical and centrally applied theory and methods and can also understand the use of theory and method for procurement.

Skills

The student will get the skills to:

- apply key methods and tools within procurement and can apply the skills related to employment within the procurement
- assess the practice-orientated problem statements and compare and select solution options
- be able to communicate the practice-orientated issues and possible solutions to business partners in relation to procurement

Competencies

The student will learn to:

- deal with and manage development-orientated situations within procurement
- be able to participate in academic and interdisciplinary cooperation in a professional manner within procurement.
- in a structured context, acquire new knowledge, skills, and competencies in relation to procurement

The exam form and organisation including any formal requirements

The exam is an individual oral exam with a 30-minutes individual oral examination with 30 minutes of preparation. On the exam day, the student will draw a case with associated questions. The student will then have 30 minutes preparation time to read the case and to prepare for an oral defence of questions from the case study. The student starts the examination by presenting their answers and considerations to the case's questions.

The course of the oral examination is as follows:

- 30 minutes of preparation
- 30 minutes examination
 - About 5-10 min.: Presentation of answers and reflections on the case's questions
 - About 15-20 min.: Examination based on case
 - About 5 min.: Assessment.

Examination time is 30 minutes, including assessment.

All aids are permitted during preparation. During the examination, only handwritten notes made during preparation can be used.

Criteria for assessment

The assessment criteria for the elective elements are the same as the learning objectives for the elective programme element procurement. The exam is assessed according to the 7-point scale and has an internal co-examiner.

3.3. Search engine optimisation (SEO)

Content

This subject element contains theory and analysis about and of data in search engine optimisation. The subject element also deals with the analysis of the aspects of search engine optimisation and the preparation of strategies for their execution.

The elective has a data approach and is divided into three parts. The first part is about the content on a website. The approach is both analytical and creative. The second part emphasises analytics, where the subject element contains methods for finding technical errors on a website. In the third part, the focus is on the users and the signals they give when they visit a website.

The subject analyses the aspects of search engine optimisation and then develops strategies for execution.



Learning objectives

Knowledge

The student will gain:

- development-based knowledge of primary and secondary data collection methods as well as practical and centrally applied theory and methodology related to the work with search engine optimisation
- an understanding of search engine optimisation practices and strategy in relation to the company's needs in online sales and marketing

Skills

The student will get the skills to:

- apply key methods and tools before online sales and marketing
- evaluate the practice-orientated problem statements and select solution goals for the company's digital strategy
- communicate the consequences of marketing efforts through the use of web statistics and analyses to partners and users

Competencies

The student will learn to:

- manage/handle development-orientated situations in relation to the digital strategy based on the company's situation.
- participate in professional and interdisciplinary collaboration with a professional approach in connection with the preparation of analyses, planning and implementation of tasks within digital marketing
- in a structured context, acquire new knowledge, skills, and competencies in relation to search engine optimisation and the execution of activities

The exam form and organisation including any formal requirements

The exam is completed with a 30-minute individual oral exam (including assessment) with 30 minutes preparation time.

On the exam day, the students will draw a case with associated questions. The student will then have 30 minutes preparation time to read the case and to prepare for an oral defence of questions from the case study. The student has max. 10 minutes for the oral answer of the case and will subsequently be examined broadly within the subject's learning objectives based on the case. Therefore, during the exam, questions can be asked concerning all the subject element's learning

objectives. All aids are permitted during preparation. However, communication with others during preparation is not permitted.

Criteria for assessment

The assessment criteria for the exam are the same as the learning objectives for the elective subject element - SEO. One mark is given on the basis of the oral examination. A mark is given according to the 7-point scale, and there is an internal co-examiner.

3.4. Social media and content

Content

The subject element social media and content marketing. There is a special focus on how to professionally plan and create content for social media platforms for a desired target group and analyse and evaluate the impact of the content. The subject prepares you to work with social media and content marketing, and includes spotting trends and tendencies within social media, exploiting target groups' internet culture and community building, and creating relevant and targeted content. We work with concrete tools and methods to build and plan a content and social media strategy that results in the production of content that is strategically anchored and aimed at a relevant target group.

Learning objectives

Knowledge

The student will gain:

- development-based knowledge of key concepts and terminology in social media
- development-based knowledge of key concepts and tools in content marketing
- knowledge about the production of social content for different types of social media platforms
- knowledge of practices in content production and companies' use of social media platforms

Skills

The student will get the skills to:

- apply the subject area's central methods and tools in the form of working strategically with social media and content marketing
- evaluate practice-orientated problem statements and the potential in relation to the company's use of social media
- analyse and evaluate the impact of content on social media
- analyse, plan, and conduct tasks related to social media and content production, including using web statistics to organise and optimise social media efforts for companies

Competencies

The student will learn to:

- participate in interdisciplinary teams associated with the company's work with social media and content marketing including being part of the creative process of creating content for social media in the form of text, images, graphics, and video
- manage the development of social media strategy and content marketing in a company, based on the company's situation including planning and executing content for various social media
- in a structured context, acquire new knowledge, skills, and competencies in relation to the production of content for the target audience

The exam form and organisation including any formal requirements

The exam is a 30-minute individual oral exam based on a business case that is provided to the students. The case is presented in WISEflow, and the student subsequently has 48 hours to answer the case questions and prepare an outline for the case presentation (max. 1 page of 2,400 characters). The answers and disposition must be uploaded to WISEflow prior to the oral exam.

The 30-minute exam will progress as follows:

- 10 minutes for the student's presentation of the case assignment answers
- 10-15 minutes of examination in the case assignment and broadly in the subject's learning objectives
- 5-10-minutes assessment.

Criteria for assessment

One mark is given on the basis of the individual oral presentation. The exam is assessed according to the 7-point scale and has an internal co-examiner.

4. Electives worth 5 ECTS on the programme

4.1. Entrepreneurship

Content

This subject element deals with entrepreneurship including basic theories and mindsets about the start-up of own company as well as how theories and models from the programme's other subjects can be used in an entrepreneurial enterprise. The subject element focuses on the processes in relation to idea development, the business idea, the business plan, and the financial part. On the finance side, the focus is on financing, marketing, sales, and customer understanding. The subject element also focuses on the pitch of a business idea.

Learning objectives

Knowledge

The student will gain:

- development-based knowledge of key theoretical models and methods within entrepreneurship.
- an understanding of practice, centrally applied theory, and methodology in relation to the development of ideas and business models.
- knowledge of key concepts within company start-ups, financing and pitching of the business model.

Skills

The student will get the skills to:

- apply key methods and tools to prepare a business plan
- identify and evaluate development opportunities based on an entrepreneurial company
- communicate the business idea and financing model to stakeholders internally and externally

Competencies

The student will learn to:

- manage development-orientated situations in entrepreneurship that suit the current and future situation of the entrepreneurial companies
- participate in professional and interdisciplinary partnerships for the development of a business plan and its implementation
- in a structured context, acquire new knowledge, skills and competencies in relation to the validation of a business plan for entrepreneurial companies

The exam form and organisation including any formal requirements

The exam is an individual oral examination based on the handed-in business plan which is prepared in groups.

Written exam

The student must prepare a business plan for an entrepreneurial company based on a self-selected idea. The business plan must have a scope of a maximum of 36,000 characters.

The business is prepared either individually or in groups of 2 or 3 people.

Oral exam

The oral exam is an individual oral examination based on the handed-in business plan.

The student has 10 minutes to present their business plan, with an emphasis on the validation of the business plan's assumptions and models used. Then follows about 10-15 minutes of discussion of the business plan and examination, followed by about 5-10-minutes for the assessment.

Prerequisites for the exam – including active attendance and hand-in requirements

In order to be able to take the oral exam, it is a prerequisite that the student has handed in a written business plan.

Criteria for assessment

The assessment criteria for the exam are the same as the learning objectives for the elective subject element - entrepreneurship. One mark is awarded based on an overall assessment of the student's oral exam and the written part.

The exam is assessed according to the 7-point scale and has an internal co-examiner.

4.2. Google Ads / Search Engine Advertising (SEA)

Content

This subject element deals with advertising on Google's network, where the focus is on Google Ads, the development of Google Ads and the possibilities in Google Ads. The subject element also deals with setting up campaigns in Google's search network, display network and Google shopping. The focus will be on analysis, optimisation, and good business talent. The subject element also deals with Bing Ads and AdWords Editor, as well as the development of strategies for executing the chosen activities.

Learning objectives

Knowledge

The student will gain:

- development-based knowledge of key concepts in paid search engine advertising
- an understanding of what it takes to get a maximum effect from SEA on Google, as well as be able to understand the theory and methods within the collection and validation of impact measurements

Skills

The student will get the skills to:

- use digital marketing concepts, models, and theories in order to evaluate the potential for sales via SEA
- set up and evaluate KPIs for the company's digital strategy
- communicate results of impact measurements for validation of efforts in relation to the company's digital strategy

Competencies

The student will learn to:

- manage the development of the digital strategy on the basis of the company's situation
- participate in disciplinary and interdisciplinary collaboration with a professional approach
- independently analyse, plan and carry out tasks in relation to SEA

The exam form and organisation including any formal requirements

The exam is completed with a 30-minute individual oral exam (including assessment) with 30 minutes preparation time.

On the exam day, the students will draw a case with associated questions. The student will then have 30 minutes preparation time to read the case and to prepare for an oral defence of questions from the case study. The student has max. 10 minutes for the oral answer of the case and will subsequently be examined broadly within the subject's learning objectives based on the case. Therefore, during the exam, questions can be asked concerning all the subject element's learning objectives.

All aids are permitted during preparation. However, communication with others during preparation is not permitted.

Criteria for assessment

The assessment criteria for the exam are the same as the learning objectives for the elective subject element - Google Ads. One mark is given on the basis of the oral examination. A mark is given according to the 7-point scale and has an internal co-examiner.



4.3. International summer schools

Content

International summer schools deal with 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 on Study Update - Go Abroad. 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 2022.

Learning objectives

Knowledge

The student will gain:

- development-based knowledge of the summer school's subject area in practice as well as centrally applied theory and methodology.
- an understanding of the practical application of the subject area from the summer school, including centrally applied theory and methodology.

Skills

The student will get the skills to:

- apply the subject area's key methods and tools and be able to apply the skills related to participating in a multicultural team
- evaluate practice-orientated problem statement within culture
- communicate and manage practice-orientated innovation and cultural challenges

Competencies

The student will learn to:

- manage development-orientated situations within the innovative area
- participate in academic and interdisciplinary collaboration with a professional approach
- in a structured context, acquire new knowledge, skills and competencies in relation to the professional context.

The exam form and organisation including any formal requirements

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

Criteria for assessment

Depends on the summer school.

Completion of the exam

If the exam is not passed, the student must take a re-exam. The exam form of the re-examination depends on the individual summer school and is described there.

5. The use of aids and assistance

During exams, all aids and assistance, including electronic devices, are allowed, unless a ministerial order or curriculum for the specific programme specifies restrictions for use.

Any rules for limitations in the use of aids will be apparent from the description of the individual exam.

6. Commencement

This electives' catalogue comes into force on 1 February 2022 and is valid for students who need to choose their elective for the autumn 2022 semester.

At the same time, the electives' catalogue from autumn 2021 is no longer valid.