

# Electives catalogue for Global semester Spring 2024

---

Appendix to the curriculum for Academy Profession Degree Programme in  
Marketing Management approved August 2019

---

## CONTENTS

1. Framework .....	2
1.1. Overview of the semester.....	2
2. Exam Submission DEADLINES .....	2
2.1. Mandatory Module.....	2
2.2. Module 1.....	2
2.3. Module 2.....	2
3. Mandatory module elements .....	3
4. Elective educational elements.....	7
Marketing Management and Business Development via AI.....	7
Visual identity, Webdesign & SEO – Hands on.....	10
Consumer Behaviour & Sensory Marketing in an Environmental Perspective.....	13
Sponsorship.....	15
5. Re-Exam procedure for Elective educational elements.....	18
If the student does not pass the ordinary exam in the first attempt, the following procedure will be in place. ....	18

# 1. FRAMEWORK

This electives catalogue is an appendix to the curriculum for Marketing Management (AP). The electives catalogue is an institution specific part of the curriculum.

## 1.1. Overview of the semester

The semester consists of three modules. The first module is mandatory and has internationalization as a theme. Hereafter the semester consists of two elective modules. Each of the three modules will be finished with an exam.

<b>Mandatory module</b>	<b>Elective module 1</b>	<b>Elective module 2</b>
22nd January – 4th March	5th March – 23rd April	24th April – 10th June

Each of the modules represents 10 ECTS points.

# 2. EXAM SUBMISSION DEADLINES

## 2.1. Mandatory Module

Deadline for submission of written parts of the Mandatory Module exams is 19th February 2024 at 12.00 noon. Oral examinations are held in the period 26th February to 1st March 2024.

## 2.2. Module 1

Deadline for submission of written parts of the elective exams is 12<sup>th</sup> April 2024 at 12.00 noon. Oral examinations are held in the period 17<sup>th</sup> to 23<sup>rd</sup> April 2024.

## 2.3. Module 2

Deadline for submission of written parts of the elective exams is 29<sup>th</sup> May 2024 at 12.00 noon. Oral examinations are held in the period 3<sup>rd</sup> to 10<sup>th</sup> June 2024.

### 3. MANDATORY MODULE ELEMENTS

The mandatory elements correspond to 10 ECTS credits.

<b>International Marketing and Cross Cultural Communication</b>
<b>Timing:</b> Global Semester
<b>Scope:</b> 10 ECTS
<p><b>International Marketing (5 ECTS)</b></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• How and why companies go international is the main element of this course. This educational element includes the company's internationalization and internationalization strategies, including market selection, how to enter new markets as well as the modification of the marketing mix effort to adapt to new markets. In addition to this, the educational element also includes culture and the significance of this for the marketing mix effort.</li> <li>• How companies are responding to changes in the environment as a trigger going international and what issues the company is facing when benchmarking against international competition. The company's internal sources of competitiveness are matched against the external opportunities and threats.</li> <li>• From a marketing point of view which market offers the most opportunity when considering the company's size and financial strengths. How can the company choose an entry mode into the selected market and what does the company need to be aware of in terms of risk assessment weighed against market opportunities.</li> <li>• Once decided on a new market, the company must develop a marketing mix that considers the cultural and traditional aspects of the new market. The company must decide which elements to standardize and which elements of the marketing mix to adapt to the realities of the new market.</li> </ul>

- The cultural aspects of the any market considered is analysed with respect to the impact on the marketing mix as well as the implications for person-to-person negotiations when entering a new market. In cooperation with Cphbusiness international partners<sup>1</sup> this elective will work on a real project for an international company. The content of the elective is project management in an international environment using digital tools for solving a problem for a company.

### **Cross Cultural Communication (5 ECTS)**

#### **Contents:**

Living in a foreign country and working across cultures require special skills and knowledge about different cultures and the business behavior in other countries. The purpose of the course is to give the students an understanding and a knowledge of cultural communication seen from various aspects of business life.

Cultural knowledge, skills and competences are placed in a marketing, market communication, organizational, management and business negotiation perspective. The students will not only gain a theoretical understanding and knowledge of various cultural theories but by the inclusion of a number of best- case examples from Denmark and internationally also gain insight and competences in how to market, communicate and negotiate in an international environment. Furthermore they will learn how organizations are designed and structured and managed and how to work in effective teams.

#### **Learning Objectives overall:**

##### *Knowledge*

The graduate will possess knowledge of:

- Theories of internationalisation
- Methods of assessing market attractiveness and competitive strengths
- Pest analysis, with a focus on the Economic environment and basic factors such as GDP, inflation, balance of payment.
- Cultural theories, dimensions, and dilemmas
- Learning about cross-cultural management and how organizations are designed.

- Learning how to consider culture with regard to the marketing and communication perspective.
- Learning how to negotiate
- Understanding the business culture in Denmark and our management theories.

### *Skills*

The graduate will be able to:

- Methods of assessing market attractiveness and competitive strengths
- Assess the company's readiness to go international
- Analyse and select most appropriate market for expansion
- Develop a strategy for entering new markets
- Develop an international marketing mix
- Analyse and assess the cultural implications of going international
- Interpret the economic environment of a country.
- Use key theories and concepts that are important to the company's internationalisation.
- The graduate will be able to put theories into practice with focus on doing business in an international environment.

### *Competencies:*

The graduate will be able to:

- Manage development-orientated situations in connection with decisions relating to the company's internationalisation.
- Participate in academic and interdisciplinary collaboration in a professional manner in relation to the preparation of the company's internationalisation.
- In a structured context, acquire new knowledge, skills, and competencies in relation to the company's internationalisation
- The graduate will be able to work together with other people in an international environment.

**Assessment:**

Exam in this elective is conducted in groups and consist of a written and an oral part.

- Exam are conducted in groups of 3-5 students and covers the mandatory courses; international Marketing (50%), International Economics (25%) and International Finance (25%).
- The exam consists of a written and an individual oral part.
- The written part consists of a group-prepared written project based on a chosen case company the group has worked with through-out the course.
- The oral part consists of the group presenting a presentation based on the written submission. All students must participate in the presentation.
- The duration of the oral part depends on the number of students in the group. 20 minutes are allocated for the presentation, and an additional approximately 7.5 minutes per person for examination, voting, and feedback.
- This exam is a group exam, but individual grades can be given based on the students' participation in the submission assignment, presentation, and examination.
- Feedback and grades are given at the examination of all group members.

Submission and timing - see Section 2

**Student workload:**

Lectures / class exercises / "homework cafés" / workshops etc.: 80 Hours

Preparation time (readings, group work etc.): 145 Hours

Exam (incl. preparation for the exam and actual exam period): 50 Hours
<b>Literature:</b>  Se Booklist

## 4. ELECTIVE EDUCATIONAL ELEMENTS

The elective educational element areas cover a range of education elements that correspond to 20 ECTS credits in total.

### Marketing Management and Business Development via AI

Marketing Management and Business Development via AI
<b>Timing:</b> 3rd semester
<b>Scope:</b> 10 ECTS
<b>Contents:</b> <ul style="list-style-type: none"> <li>• A groundbreaking practical course where students are equipped with the latest knowledge on Artificial Intelligence, automation, faceless marketing strategies using AI, content automation with AI, and creative AI business models.</li> <li>• The students will independently explore the possibilities of incorporating artificial intelligence into various tasks within a business, as well as implementing AI successfully within the business (e.g. automating workflows with AI).</li> </ul>



- The course is practice-oriented with the aim of promoting students' ability to implement AI in a business or to run a business using AI. Students will also gain the opportunity to explore the possibilities of starting their own business using AI.
- The elective course is based on a self-selected company. Group work is conducted throughout the course, and three Obligatory Learning Activities (OLA) must be completed to participate in the final oral group exam.
- We strive to invite specialists and companies as external speakers to share their insights and experience with the students.

### **Learning Objectives:**

#### *Knowledge*

The student will possess knowledge about:

- The role of AI in marketing and AI's potential to improve business results
- Creative business models using AI
- The fundamental concepts of Machine Learning and automation and how they can be applied to a company's marketing
- Understanding chatbots and how they can be used in a company's marketing and business development
- Automating workflows in a business– calculating the economic savings of using AI/automation
- Creating AI content automation and implementing it

#### *Skills*

The student will develop skills in:

- Applying AI in CRM and how it can improve customer relationships, identify target audiences, and target campaigns
- Using AI in communication, such as social media and content creation
- Applying AI in e-commerce and how it can improve online sales
- Using AI in advertising and how it can improve target audience measurement
- Applying AI in pricing optimization and how it can improve pricing

### *Competencies*

The student will develop competencies in:

- Developing an AI strategy for a company
- Implementing an AI strategy for a company
- Measuring the impact of a company's use of AI
- Optimizing a company using AI

### **Assessment:**

- The exam includes a written group assignment and an oral exam:  
Written part: The written part consists of a submission assignment of maximum 8 pages, which is submitted as a group on Wiseflow.
- The written group assignment should include a brief description of the problem statement for the case company, as well as a review of the methods from the course that have been used to analyze the business. The students must demonstrate their solutions as well as reflect upon advantages/disadvantages with use of AI for the chosen business.
- The oral part consists of the group presenting a presentation based on the written submission. All students must participate in the presentation.
- The duration of the oral part depends on the number of students in the group. 20 minutes are allocated for the presentation, and an additional approximately 7.5 minutes per person for examination, voting, and feedback.
- This exam is a group exam, but individual grades can be given based on the students' participation in the submission assignment, presentation, and examination.

### **Student workload:**

Lectures / class exercises / "homework cafés" / workshops etc.: 80 Hours
Preparation time (readings, group work etc.): 145 Hours
Exam (incl. preparation for the exam and actual exam period): 50 Hours
<b>Literature:</b>
TBD

## Visual identity, Webdesign & SEO – Hands on

<b>Visual identity, Webdesign &amp; SEO – Hands on</b>
<b>Timing:</b> 3rd semester
<b>Scope:</b> 10 ECTS
<p><b>Content:</b></p> <p>You will get hands-on experience in:</p> <ul style="list-style-type: none"> <li>• Identifying a company's visual identity, photo style and need for logo and graphics.</li> <li>• Editing photos (in Photoshop) and create graphics (in Illustrator)</li> <li>• Building a fully functional website (in Wordpress) and create pages and content such as photos, maps, videos. contact forms, booking-requests and more.</li> <li>• Optimising websites to search engines and writing attention-grabbing texts to engage web users to click through to your site.</li> <li>• Writing and creating content to attract and convert visitors.</li> <li>• Building real-life cases in lectures for a company the group decides. The companies can also be own business concepts.</li> </ul>

- **Visual identity**
  - Analysis and design of visual corporate identity including logo, icons and photo-style.
  - Photo optimisation and manipulation
  - Logo design
  - Hands on tools: Adobe Photoshop and Illustrator.
- **Web design**
  - Analysis of websites. Design of new, or redesign of existing, websites and mobile websites.
  - Hands on tools: Wordpress CMS, Google Key Word Tool etc.
- **Search marketing**
  - Analysis and optimization of both technical SEO and 'human SEO'
  - Google Analytics

### **Learning Objectives:**

The general learning objectives, divided in knowledge, skills and competencies are:

#### *Knowledge*

- Express visually the corporate identity, brand and value proposition (online and offline) using the most commonly used software programs.
- Web design, SEO, usability and test methods for user experience
- CMS systems, design themes and plug-ins

#### *Skills*

- Recommend a company's visual identity and communication based on identity, brand and value proposition
- Recommend website structure, design, improved user-experience and conversation

- Create content and plus content
- Identify where SEO can be applied
- Finding potential overlaps between content and SEO

#### *Competences*

- Develop vector- and raster based graphic elements for online and offline use in accordance with a company's brand, identity and value proposition.
- Specify and develop a website in accordance with a company's brand, identity and value proposition.
- Develop SEO relevant content
- Implement SEO in web design

#### **Assessment:**

- Exams in the elective are conducted in groups and consist of a written and an oral part.
- The written part consists of a group-prepared synopsis based on the case company the group has worked with through-out the elective.
- The oral part consists of an individual presentation followed by examination, evaluation and feedback. Marks are individual.
- The duration of the oral part is 15 minutes. Feedback and marks are given af the examination of all group members.

Submission and timing - see Section 2.

#### **Student workload:**

Lectures / class exercises / "homework cafés" / workshops etc.: 80 Hours

Preparation time (readings, group work etc.): 145 Hours

Exam (incl. preparation for the exam and actual exam period): 50 Hours

**Literature:**

Cphbusiness will provide students free access to relevant software programs.

## Consumer Behaviour & Sensory Marketing in an Environmental Perspective

**Consumer Behaviour & Sensory Marketing in an Environmental Perspective**

**Timing:** 3rd semester

**Scope:** 10 ECTS

**Contents:**

- Getting the consumers' attention is becoming more and more difficult. Companies and brands are fighting against each other – not only to get the attention of the consumers. They also have to persuade the consumers choosing their brand over the competitors. At the same time consumers are becoming more and more critical as towards companies environmental and ethical behavior and the same consumers are more and more skeptical towards all kinds of owned and purchased advertising.
- All this combined forces the companies to get even closer to the consumers to obtain a deeper understanding of them. In addition, the companies have to become more creative in communicating to/with their target groups.
- Thus, this elective digs deep into the minds of the consumer. We want to figure out what drives the consumers' behavior when they go from information seeking to evaluation of alternatives, to purchase, to re-evaluation and recommendation/feedback? And which role does the product or company impact on the environment play a role in the decision making process.
- The added value of this elective is the high focus on how the marketer can benefit from neuro marketing by appealing to more or all of the customers' senses.

- The teaching is based on normal lectures, external presentations, cases, field studies as well as the students' own sources of information. A substantial part of the elective involves student work on projects.

**Learning Objectives:***Knowledge*

The graduate will possess knowledge about:

- Central theory about consumer behavior including motivation, search, buying decision and evaluation.
- The human senses and how to activate them from a marketing point of view
- Digital and analogue methods for the practical and systematic work with consumer behavior
- Expert views and models for understanding the importance of the environment and ethical behaviour in the company value proposal as well as in the marketing communication.
- Tools used to sell own ideas and campaigns

*Skills*

The graduate will be able to:

- Use creativity in working with / documenting consumer behavior
- Create effective sensory campaigns
- Develop and recommend specific campaign initiatives targeted at specific BtC consumer group

*Competencies*

The graduate will be able to:

- Work with others in the process of developing a company's campaigns with sensory branding in mind

**Assessment:**

- The exam in the elective is conducted in groups (approx. 4 people) and consist of a proposal to the marketing mix improvement in a campaign/promotion form plus one written and one oral part. The written part consists of written submission (maximum 18.400 characters) prepared on the basis of a hand-out case assignment.
- The oral part consists of the group together presenting the campaign/promotion based on the written submission followed by examination and voting and feedback. Individual grades and all group

members can be given must be active both during presentation and examination.

- The duration of the oral part depends on the number of students in the group. 20 minutes are calculated for the presentation and a further approx. 7½ minutes per. person for examination as well as voting and feedback.

**Student workload:**

Lectures / class exercises / “homework cafés” / workshops etc.: 80 Hours

Preparation time (readings, group work etc.): 145 Hours

Exam (incl. preparation for the exam and actual exam period): 50 Hours

**Literature:**

See Booklist

## Sponsorship

<b>Sponsorship</b>
<b>Timing:</b> 3rd semester
<b>Scope:</b> 10 ECTS
<p><b>Purpose:</b></p> <ul style="list-style-type: none"> <li>• The purpose of the elective is to place sponsor activities into a marketing and sales framework where sponsoring strengths and weaknesses are in focus. It is based on the company's strategic and tactical communication needs. The students will not only gain a theoretical understanding but by the inclusion of a number of best-case examples from Denmark and internationally also gain insight and competence in best-in-class sponsorship activation. The work with sponsor activities focuses on sports and culture and to a lesser extent NGOs and social activities.</li> </ul> <p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Sponsor activities in historical perspective</li> <li>• Sponsor business in international perspective - trends</li> <li>• Sponsorship theory and models Strengths / Weaknesses</li> </ul>



- The company's communication needs
- Companies' use of sponsorships in Danish and international perspective
- Sports sponsorships including e-sports
- Cultural sponsorships
- Sponsorship activation
- Sponsorship measurement - RoI analysis models
- Sponsorship valuation
- Sponsorship in a CSR and HR perspective

**Title:**

Companies' commercial use of sponsorship in sport and culture

- Objective: the student must achieve a high professional insight in sponsorship activities, which sponsor active activities to include in the company's marketing and sales activities. Work is both strategic as well as at a tactical and operational level, the students obtain skills in particular sponsorship specific research, impact measurement (Return on Investment), sponsorship value setting and activation. Sponsorship as a marketing and sales tool, students should be able to conduct analysis in sports and culture and with both marketing, cultural and international perspective.

**Learning Objectives:**

*Knowledge*

The graduate will possess knowledge on:

- Sponsorship's role, strengths and weaknesses in the company's parameter mix, both service and manufacturing companies
- Sponsorship activities - online and offline
- Sponsorships special rights matters, including IP rights and special S & E Rights (Sole & Exclusive)
- Sponsorships in historical perspective and significance today
- Trends in sponsorships including an understanding of the difference in culture, respectively sports sponsorship.

*Skills*

The graduate will be able to:

- Set goals for and use sponsorship in national and international perspective
- Handle sponsorships sales activities - including relationship building, hospitality and competitions
- Use the sponsorship to various media platforms / genre - offline and online
- Valuation and effect measurements for sponsorships
- Use sponsorships in CSR context
- Activate corporate sponsorships in various sales channels

*Competencies*

The graduate will be able to:

- Use sponsorships in national and international perspective as part of the company's marketing plan and activities.

**Assessment:**

- Examinations in the elective are conducted individually and consist of a written and an oral part. The written part consists of a hand-in assignment that is prepared on the basis of an exam case.
- The oral part consists of the student giving a presentation based on the written submission, which is followed by examination as well as voting and feedback.
- The duration of the oral part is 25 minutes including voting and feedback.

Submission and timing - see Section 2

**Student workload:**

Lectures / class exercises / "homework cafés" / workshops etc.: 80 Hours

Preparation time (readings, group work etc.): 145 Hours

Exam (incl. preparation for the exam and actual exam period): 50 Hours

**Literature:**

See Booklist

<https://www.elsevier.com/books/sponsorship-for-a-return-on-investment/masterman/978-0-7506-8640-2>

## 5. RE-EXAM PROCEDURE FOR ELECTIVE EDUCATIONAL ELEMENTS

If the student does not pass the ordinary exam in the first attempt, the following procedure will be in place.

### **No pass at ordinary exam**

The first Re-exam will take place at approx. 2-4 weeks after the ordinary exam.

If the need for a 2<sup>nd</sup> Re-exam occurs, this exam will take place as quickly as possible after the first Re-exam.