

Electives catalogue for Global Semester - Spring 2025

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

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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.

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.

Block 1	Block 2	Block 3
20. January – 2. March	3th March – 11th April	22th April – 6th June

Each of the blocks represents 10 ECTS points.

2. EXAM SUBMISSION DEADLINES

2.2 Block 2

Deadline for submission of written parts of the elective exams is 4th April at 10.00 noon. Oral examinations are held in the period 9th to 11th April.

2.3 Block 3

Deadline for submission of written parts of the elective exams is 26th May at 10.00 noon. Oral examinations are held in the period 2nd to 6th June.

3. INTERNATIONAL MARKETING & CROSS-CULTURAL COMMUNICATION

International Marketing & Cross-cultural Communication
Timing: Global Semester
Scope: 10 ECTS
<p>International Marketing (5 ECTS)</p> <p>Contents:</p> <ul style="list-style-type: none"> • 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. • 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. • 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. • 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. • 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 partners¹ 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. <p>Cross Cultural Communication (5 ECTS) Contents:</p> <ul style="list-style-type: none"> • 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:

- Apply 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.

- Exams are conducted in groups of 3-5 students.
- 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

Courses/Electives for Block 2 & 3

4. VISUAL IDENTITY, WEBDESIGN & SEO – Hands-on

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

Literature:

Cphbusiness will provide students free access to relevant software programs.

5. SPONSORSHIP

Sponsorship
Timing: 3rd semester
Scope: 10 ECTS
<p>Purpose:</p> <ul style="list-style-type: none"> • 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.
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 presentation and an oral part.
- The presentation has a duration of approx. 7½ minutes and shows the student's understanding of the subject based on a self-selected case. It can be either a sponsor

or a rightsholder. The student formulates and argues for a relevant issue. The quality of the presentation is included in the assessment.

- The duration of the presentation and oral part is a total of 30 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>

6. DATADRIVEN SUSTAINABLE BUSINESS DEVELOPMENT

Datadriven Sustainable Business Development
<p>Timing: 3rd semester</p>
<p>Scope: 10 ECTS</p>
<p>Contents:</p> <p>Become an attractive candidate for companies by learning how to work with data driven decision making and digital transformation</p> <p>Danish small and medium-sized enterprises need your help!</p> <p>A lot of Danish business owners and CEOs are motivated and inspired by reading articles about sustainability, green transition, data driven readiness, digital transformation, data analysis, and how companies can achieve a faster and deeper understanding of their own markets, customers and sustainability performance through data insight. Many Danish companies are also required by law to measure their sustainability impact across all operations.</p> <p>Understanding the principles and requirements underlying an increased (regulatory) focus on sustainability is very challenging. It requires insight into sustainability and data in order to measure company performance. Many companies lack insight into the data driven readiness of their own organization. They do not know where to start, or which activities need reinforcement in order to embark upon this journey. On top of this – how do these issues connect with sustainability initiatives?</p> <p>During this elective, you will learn how to analyze the data driven readiness of a company. You will also gain insight into the underlying principles of sustainability and green transition. And you´ll learn how digital transformation and sustainability go hand in hand in real life.</p>
<p>Learning Objectives:</p> <p>During the elective course you will:</p> <p><i>Be exposed to the newest knowledge within the areas of sustainable datadriven business development.</i></p> <p><i>Learn by working with real experiences from Danish companies.</i></p> <p><i>Prepare a diagnosis of the data driven readiness of a given company and propose a concrete strategic action plan for future business growth.</i></p> <p>This elective will teach you the foundations of digital transformation and data driven readiness. Throughout the initial part of the elective, our focus will be on understanding data driven decision making from a strategic perspective – coupled with a deeper insight into data governance and business process modeling. Based on this understanding, the elective will continue with learning</p>

about the most pressing issues concerning sustainability and green transition. The goal is for you to become able to support innovation and sustainability actions and targets.

All of the above – as well as the final exam - will take place in study groups of 4-5 fellow students.

Knowledge:

The graduate will acquire knowledge in:

Central applied theory and method when working with data analysis

How to measure the maturity and data driven readiness of the company

How a company can approach sustainability and green transition through data

Skills and competencies:

Applying central concepts in terms of assessing the potential for the company's growth areas, based on evaluation of the company's data driven readiness.

Working with the most common models and theories within the field of sustainable business development.

“Connect the dots” between digital transformation and sustainability.

The graduate will be able to acquire competences within the following areas:

Assess a company's data driven maturity, within select fields of a company's activities and business processes.

Identify which types of sustainable innovation activities that can be driven by data.

Participate in professional and multi-disciplinary collaborations with a professional approach to and understanding of data, digital transformation, and sustainability.

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

Submission and timing - see Section 2

Assessment:

- Exams in the elective are conducted in groups of 3-5 students 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 a handed-out case assignment.

- The oral part consists of the group giving a presentation based on the written submission, which is followed by an examination as well as voting and feedback. Individual grades can be given and all group members must be active both during 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

Literature:

See Booklist

7. 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 2nd re-exam occurs, this exam will take place as quickly as possible after the first re-exam.