

SPECIALISATIONS

**University of Applied Sciences, Dania
Randers**

AP degree Marketing Management



ERHVERVSAKADEMI DANIA

2016

1. Curriculum Framework

This description of elective education elements is valid for students starting their education as per 1 February 2015 at Dania.

2. Specialisations

The purpose of the electives on the 3rd semester is to give the students the opportunity of an individual profile via focused, professional work with the focus areas of the education. The specialisations are offered as a number of electives. The electives may be organised by the institutions offering this education. Students may follow electives at other institutions at their own cost.

If less than 12 students sign up for an elective, it may be cancelled by the academy.

3. How we do it

Dania Academy of Higher Education offers a number of specialisations with various professional focus. Some electives are offered across educations to create the best options of developing cross-disciplinary competences.

At the Marketing Management Education 20 ECTS on the 3rd semester, consist of electives. The 20 ECTS may be achieved in various ways, but all students must achieve 20 ECTS. How it is done, is described under each elective heading.

At the Marketing Management Education students must follow electives that are pre-defined by the academy. Thus, some of the electives require that students follow two or more electives at the same time.

These are the specialisations:

Advertising & Online promotion	(20 ECTS)
Sales & Sales Management	(20 ECTS)
Business Management	(20 ECTS)

4. Advertising & Online promotion (20 ECTS)

Semester: 3rd semester

Lessons: Blocks of 4 lessons per session is the most common form

The compulsory tests included in the specialization must be passed before the student can take part in fourth semester's final examinations.

This specialization is offered in both English and Danish.

ADVERTISING & ONLINE PROMOTION (20 ECTS)

Semester: 3rd semester

Lessons: Blocks of 4 lessons per session is the most common form

The compulsory tests included in the specialization must be passed before the student can take part in fourth semester's final examinations.

This specialization is offered in both English and Danish.

Contents:

Communications Strategy, Planning and Execution

Learning Objectives

Knowledge and understanding

The student must obtain knowledge about:

- Communication theories
- Communication modes and styles
- Characteristics of individual online and offline media
- The effects of Media Convergence
- Push- and pull communication strategies
- Transmedia communication and storytelling
- Principles of social media marketing
- Principles of content marketing
- Engagement theory including gamification
- Media futurization
- Branding / corporate branding
- Online sales principles
- Interactivity principles
- Principles and effects of SEO (Search Engine Optimization)
- Principles of communications budgeting
- Essential principles of graphic design, typography and usability
- Basic principles of design for online purposes
- CMS management

Skills

The student must obtain skills in:

- Planning and Execution Campaign Strategies
- Writing and responding to a creative brief
- Creating and working with a media strategy
- Selecting and combining media for optimized synergies
- Transmedia communication and storytelling
- Using creative techniques, idea generation and idea development

- Using professional tools and techniques for graphic design, including Desk top publishing (InDesign), photo editing (Photoshop) and vector design (Illustrator)
- Using professional tools and techniques for online design
- App design basics (mock-ups)
- Visualization with the use of sketching and prototyping
- Effective use of tools and techniques for pitching and presentation
- Practical campaign budgeting
- Scheduling time and resources effectively
- Pilot testing methods
- Campaign execution and implementation
- Monitoring and adjusting communication efforts using online analytics tools

Competences

The student must obtain competences in:

- Planning, conduction and executing a media strategy
- Planning, conduction and executing communication campaigns across media platforms
- Online sales principles implementation
- Social media marketing
- Content marketing
- Using SEO
- Implementing interactivity, engagement theory and gamification in communication
- The use of branding and corporate branding
- Writing and responding to a creative brief
- Creative techniques, idea generation and development
- Visualization with the use of rough sketching, mood boards, prototypes etc.
- Pitching and presentation tools and techniques
- Pilot testing methods
- Campaign budgeting
- Campaign execution and implementation
- Monitoring and adjusting communication efforts
- Feedback, evaluation and follow-up
- The essential principles of graphic design, typography and usability,
- Professional tools and techniques for graphic design
- CMS management
- Co-working with clients and partners and stakeholders in communication and advertising

Assessment

In collaboration with a business or organization the students must present a campaign strategy focusing on a specific communications goal. The students must present the campaign as a sales pitch at the exam. It is a requirement that the students present their suggestions along with a combined communication output using a variety of media (website, app, print, social media, TV, radio, cinema etc.).

Examination form:

1. A written and practical assignment combined with an oral pitch / presentation.
2. An online portfolio of semester assignments

Prior to the exam the students must supply the Academy and the business /organization with an agenda for the meeting / exam which will be conducted as a sales pitch situation.

Group examination total 45 min. Individual student presentation 20 min.

5. Business Management (20 ECTS)

If students want to gain access to university for BA studies, they must contact the university themselves as admission requirements may vary. To meet the requirements from Aarhus University, we offer the electives Statistics 7.5 ECTS and Business Economics 7.5 ECTS. This is a fixed package.

In addition to Statistics and Business Economics, students also need to take an additional 5 ECTS course, offered by the academy. See section 7 for the 5 ECTS electives.

This specialization is offered in both English and Danish!

5.1 Statistics (7.5 ECTS)

Semester: 3 semester

Lessons: Blocks of 4 lessons per session

Contents:

- Probability calculations
- Stochastic variables and probability distributions
- Regression analysis
- Variance analysis

Learning Objectives

Knowledge and Understanding

The student must obtain knowledge about:

- Descriptive statistics and probability calculations
- Stochastic variables and probability distributions
- Regression analysis
- Variance analysis
- Scaling

Skills

The student must obtain skills in:

- Calculating and analysing various measures of central tendency and variation
- Make probability calculations for stochastic variable/probability distributions
- Make, implement and analyse a regression model with one or more explanatory variables, including dummy variables.

Competences

The student must obtain competences in:

- Independently be able to interpret a regression model with one or more explanatory variables for a specific market and sales situation.
- Be able to assess specific probability calculations relating to market and sales situations
- Be able to assess descriptive statistics in market and sales situations.

Assessment

A three-hour written exam using aids conclude this subject. A grade is given using the 7-grade scale.

5.2 Business Economics (7.5 ECTS)

Semester: 3 semester

Lessons: Lecturing Wednesdays

Contents:

- Basis of and extended knowledge of cost structures, cost calculations and choice between various alternatives, including alternative costs.
- Basis of and extended knowledge of investment decisions with sensitivity analysis/ break-even analyses before and after tax.
- Basis of and extended knowledge of financing and types, incl. leasing and criteria for comparison and choice before and after tax.

Learning Objectives

Knowledge and understanding

The student must obtain knowledge about:

- Make common cost and profitability calculations- short and long term.
- The classic cost distribution systems as well as Activity Based Costing
- Correlation between use of production factors and production of goods and services
- Investment relating to choice among several investment opportunities, before and after tax.
- Financially optimal lifetime and scrap time in relation investment
- Setting up investment calculations as the basis of choice between alternatives with a long time horizon.
- Types of financing's influence on choice of solution.

Skills

The student must obtain skills in:

- Using Excel as a tool in various economic analysis
- Using central cost definitions relating to decision making
- Analysing how the drivers in Activity Based Costing may be decided
- Optimising parametre use based on cost and sales conditions
- Implement sensitivity analyses in relation to investment considerations
- Making capital needs calculations and payment flows as the basis of making investment calculations for both fixed and current assets
- Calculating various loans and credits' efficient interest before and after tax
- Arguing choice of financing of equity and foreign capital and use in connection with investments in fixed and short term assets.
- Presenting and communicating financial solutions

Competences

The student obtains competences in:

- Independently develop minor analyses in Excel models

- Independently assess economic consequences of planned marketing activities
- Independently, make profitability analyses of an investment using a business sector?????
- Budgeting/accounting based on an activity based cost distribution system (Activity Based Costing).
- Independently identify and analyse investment- and financing possibilities, qualitatively and financially in relation to specific planning tasks.

Assessment:

The subject is tested via a three-hour written exam using aids. A grade is given using the 7-grade scale.

6. Sales and Sales Management (20 ECTS)

Academy branch: Dania, Randers

This specialisation requires two additional electives of each 5 ECTS. Se section 7, for more information.

This Specialization is only offered in Danish!

Contents

- Sales and sales people
- What is B2B and B2C sales
- Sales strategy models, including growth strategies and value based sales
- Customer potential and competitiveness
- Sales channels and online sales
- Ethics in sales
- Sales management including motivation of sales force
- Follow up
- KAM
- Action plans, implementation and control
- Concepts and sales in retail

Learning Objectives

Knowledge and understanding

The student must obtain knowledge about:

- Sales strategy and the company's strategic sales possibilities. Strategic considerations for growth on existing markets as well as new markets.
- the correlation between sales and the other agents in the value chain
- Sales concepts and sales channels
- The phases in sales and customer care – including Key Account Management, focusing on customer value
- Sales planning – assessment of customer potential and value to the company and suitable marketing possibilities in BTB, BTC and BTS
- Sales management – motivation and leadership of sales force
- Ethics in sales
- Ethical and unethical sales behaviour

Skills

The student must obtain skills in:

- Strategy
- uncovering the company's strategic sales situation and make sales- and growth strategies based on analysis.
- Choosing the best sales strategy
- Choose the correct sales channel
- Sales management
- analysing and assessing the role of the sales person as well as function in the sales team and the sales organisation
- Make and assess plans for management of the sales force including sales planning, co-visits and sales person feed-back
- Plan and implement sales meetings and make a plan for motivation of sales people

Competences

The student obtains competences in:

- Strategy
- participate in coordination of the sales' strategic, tactical and operational link to the rest of the organisation
- Participate in setting up sales strategies
- Sales management
- participate in the handling of the functions of the sales manager and implementation of decisions.

Assessment

7. Open Electives

7.3 Project Management (5 ECTS)

Semester: 3 semester

Location of the course: Dania Randers

Contents

- Basic elements and the link between initiation/development and implementation of a project
- The communication, process tasks and leadership of the project manager
- Project initiation and mandate plus evaluation
- Project tools

Knowledge

The student must obtain knowledge about:

- The practise, theory and methodology of project management
- The situation of the organisation and its surroundings.

Skills

The student must obtain skills in:

- Using and combining a variety of skills, practises and work processes connected to the field of project management
- Recognising different project types
- Assess practical problems and adjust work practises and processes in relation to project purpose and objective
- Present practical problems and solutions in project management, to the stakeholders

Competences

The student obtains competences in:

- Participating in development work and cross disciplinary work processes in project control and project management

Assessment

7.4 Elements of Business Law (5 ECTS)

Semester: 3rd semester

Contents

- Making and implementing international trade agreements
- Intellectual protection of exclusive rights
- Legal aspect of e-trade

The objective is that the students have knowledge about, and are able to use central rules in relation to export and import of goods and services. Also, the student must know the options of protecting the company's intellectual rights, nationally as well as internationally. Finally, the student must know the special legal circumstances of e-trade.

Knowledge

- Knowledge about choice of law and rules of jurisdiction
- Knowledge about national and international labelling of e-trade businesses
- Knowledge about the opportunities of protecting the company's intellectual property rights

Skills

- Identify the difference between Danish and international sales law, as well as choice of law and jurisdiction or the lack of it in the company's international contracts
- Use the INCOTERMS clauses
- Identify the need for protection of intellectual property
- Must be able to use current e-trade legislation in relation to establishing and running and e-trade business

Competence

- Contribute to the identification of international trade judicial and legal problems as well as the solution of these

7.5 Summer School (5 ECTS)

Volume: 5 ECTS

Semester: between semesters

Lessons:

More information on summer school published later.