

**Curriculum for**

# **Academy Profession Degree Programme in Marketing Management**

**Dania Academy of Higher Education  
Viborg/Randers**



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Academy Profession Degree Programme in Marketing Management at Dania Academy of Higher Education

Approved by the Rectorate on behalf of the Board

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Please note that changes can occur!

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## 1. Introduction

The curriculum describes how Dania Academy of Higher Education offers Academy Profession Degree in Marketing Management within the framework of Danish law.

The purpose of curriculum is to inform the student about the contents of the education and admission requirements, study process and assessment. The rules are stated in the law.

Elements in the curriculum have been made with all Danish academies approved for offering this education, and represented in the national education network. The cooperation exists to ensure that students achieve knowledge, skills and competencies at academy level as described in the Quality Framework of higher education. Also, the shared elements are there to ensure that students wishing to change study or institution are accredited the subjects passed and can finish his or her education.

## 2. The Framework of the Curriculum

### 2.1. Starting date

The curriculum comes into force as stated on the front page of this document and apply to all students starting the education on that date or later.

The curriculum from 1 September 2014 is no longer in effect from 1 September 2015. The latest edition of the curriculum is available on [www.eadania.dk](http://www.eadania.dk) where the education is described.

### 2.2. Prolongation

Students that have begun their education prior to September 2015, the curriculum of September 2014 shall apply.

Transitional schemes from the old curriculum to the second semester with the new curriculum:

As there are significant changes in content and structure, we recommended that students who have completed the 1st or 2nd semester according to the previous curriculum and whom have since been delayed follow the programme course as described for this curriculum.

#### **Students who have completed the first semester on the previous curriculum:**

It is recommended that students be transferred to the new curriculum.

Alternative programme course: If students admitted to one of the previous curricula, wish to complete their programme according to this, the following specially planned programme courses for the following subjects have been prepared.

	<b>Programme course for students doing the second semester of the old curriculum</b>	<b>Programme course for students doing the third semester of the old curriculum</b>
<b>Module on the old curriculum</b>	<b>International marketing</b>	<b>International marketing</b>
Will be met with the following learning activity on the new curriculum	Analytical methods, data collection and data processing	Parameter mix and service marketing
Will be met with the following learning activity on the new curriculum	Segmentation, positioning and target audience choice	Marketing plan, B2B and B2C
<b>Module on the old curriculum</b>	<b>Organisation and SCM</b>	<b>Economics</b>
Will be met with the following subject on the new curriculum	Cultural theories and methods	Budgeting and parameter optimisation
Will be met with the following subject on the new curriculum	-	Pricing strategies and pricing methods
<b>Module on the old curriculum</b>	<b>Economy</b>	<b>Sales- and project management, and organizations development</b>
Will be met with the following subject on the new curriculum	Investment theory and methodology	- Project management
Will be met with the following subject on the new curriculum	-Macro economy	- Organization
<b>Module on the old curriculum</b>	<b>Business Law</b>	-
Will be met with the following subject on the new curriculum	Legal methods	-
Will be met with the following subject on the new curriculum	Rules for the collection and processing of personal data	-
		<b>NB! The students must not take the following subjects during the third semester:</b>
		Investment and financing
		Trade theory and trade policy interventions
		Internationalisation

### Re-registration

Students who are re-registered on the marketing management programme, are generally registered according to the newest curriculum.

### 2.3. Current legislation for the curriculum

The curriculum adheres to the guidelines in the Ministerial Order about academy educations and bachelor's educations, Ministerial order no. 1521 of 16/12/2013 and ministerial order about academy educations in Marketing Management.

The following current legislation applies to the programme:

- Ministerial Order no. 935 of 25/08/2014: Ministerial Order for business academies of higher education
- Ministerial Order no. 1147 of 23/10/2014: Ministerial Order for business academies and professional bachelor programmes (LEP-law).
- Ministerial Order no. 1521 of 16/12/2013: Ministerial Order for business academies and professional bachelor programmes (LEP-law).
- Ministerial Order no. 1046 of 30/06/2016: Ministerial Order for examinations in higher educational business programmes
- Ministerial Order no. 85 of 26/01/2016: Ministerial Order for admission to business academies and professional bachelor courses
- Ministerial Order no. 114 of 03/02/2015: Ministerial Order for marking scales and other assessment criteria
- Ministerial Order no. 829 of 04/07/2015: Ministerial Order for business academy programmes within international trade and marketing (AP in Marketing Management)
- Ministerial Order no. 597 of 08/03/2015: Ministerial Order for talent initiatives in higher education

The Ministerial Orders and legislation can be found at [www.retsinfo.dk](http://www.retsinfo.dk) (only in Danish)

### **3. Competency profile for a marketing manager**

#### **3.1. Purpose of the Program**

The purpose of the Business Academy Programme in international trade and marketing is to qualify the graduate to: independently carry out work within analysing, planning and implementing solutions that broadly relate to marketing in trade, production and service companies nationally and internationally.

#### **The student will:**

##### **Gain knowledge about**

- 1) the strategic and financial foundation of the company,
- 2) the basic socio-economic conditions,
- 3) concluding the sale,
- 4) legal business matters, including legislation on marketing and competition and
- 5) methods for solving complex and real-life issues in marketing

##### **Acquire Skills in how to**

- 1) conduct an international market assessment,
- 2) evaluate problem statements and implement problem-orientated projects within marketing-related topics,
- 3) communicate real-life problem statements and solutions in English,
- 4) on an analytical basis present relevant solutions within marketing-related problems,
- 5) assess business and socio-economic conditions,
- 6) assess legal business problem statements in relation to trade and
- 7) assess organisational and supply chain management issues and use project and innovation tools.

##### **Gain Competencies in how to**

- 1) participate in professional and interdisciplinary collaboration in the development of the company's marketing strategy and internationalisation,
- 2) manage development-orientated situations nationally and internationally in sales and marketing,
- 3) manage the planning of marketing and sales for the company and participate in the execution thereof,
- 4) acquire new skills and new knowledge within the profession,
- 5) analyse a company's economic development taking the socio-economic conditions into account in order to act and
- 6) participate in academic and interdisciplinary collaboration with a professional approach in English, both written and orally.

### **3.2. Duration of the Education**

The education is a short, higher education at an academy of higher Education with a duration of 2 years. This is a full time education giving the student 120 ECTS according to the European pont-system (European Credit Transfer System). ECTS is used to rate the student's total study time and distribution on the study elements. 60 ECTS is equivalent to one year full time study. The education level is level 5 in the qualification framework for life-long learning.

### **3.3. Title of the Graduate**

The title of the Program is Academy Profession Degree Programme in Marketing Management and the graduate holds the title of AP Graduate in Marketing Management.

### **3.4. Admission Requirements**

Admission to the education follows the demands of the ministerial order, see section 2.3.

#### **Admission via high school diploma:**

Specific demands: English C and either Mathematics B or Business Economics B

### **3.5. Criteria for selection of applicants**

If there are limited study places at the education, we refer to the academy's homepage [www.eadania.dk](http://www.eadania.dk) where the selection criteria are described.

## **4. Education Elements**

The curriculum's joint national part includes, according to § 17 rules for the following:

1. Core areas according to the programme's Ministerial Order, including:
  - a. Content
  - b. ECTS weight
  - c. Learning objectives
2. Compulsory programme elements within the programme's core areas, including:
  - a. Content
  - b. ECTS weight
  - c. Learning objectives
  - d. Number of exams
3. Internship, including
  - a. ECTS weight



- b. Learning objectives
- c. Number of exams
- 4. Requirements for the Final exam project, respectively bachelor project.
- 5. Rules on credit, cf., § 18, including an indication of any credit agreements regarding the programme elements, which are covered by the curriculum's joint national part.

#### 4.1. The Programmes structure

The Marketing Management programme requires passing programme elements equivalent to a workload of 120 ECTS. A full-time programme for one semester consists of core areas, which take the form of cross-disciplinary programme elements, including an internship.

The programme consists of compulsory programme components equivalent to 70 ECTS, 20 ECTS for elective programme components, 15 ECTS for the internship and a Final exam project of 15 ECTS.

The programme's structure		1st year	2nd year
Core areas	International Marketing (25 ECTS)	20 ECTS	5 ECTS
	Economics (20 ECTS)	15 ECTS	5 ECTS
	Sales and Marketing Communication (10 ECTS)	10 ECTS	
	Organisation and Supply Chain Management (10 ECTS)	10 ECTS	
	Business Law (10 ECTS)	5 ECTS	
Elective programme elements			20 ECTS
Internship			15 ECTS
Final exam project			15 ECTS
<b>Total ECTS</b>	(70 ECTS)	<b>60 ECTS</b>	<b>60 ECTS</b>

All programme elements, including the main project, are evaluated and assessed according to the section on the programme examinations. When a minimum mark of 02 (Internship exam is only graded as passed or failed) is achieved, the programme element is considered passed.

#### Number of exams on the programme, and their timing:

There are 7 exams on the programme.

Exam name	Programme element	Stated on the diploma	Evaluated	Semester
1 <sup>st</sup> Internal	Business understanding, methodology and market understanding 30 ECTS	X	7-point scale	1
1 <sup>st</sup> External	Tactical and operational marketing B-C Tactical and operational marketing B-B 30 ECTS	X	7-point scale	2
2 <sup>nd</sup> Internal	Internationalisation 10 ECTS	X	7-point scale	3

3 <sup>rd</sup> Internal	Elective element 1, The content and ECTS attached to the exam will be stated in the Specializationscatalogue	X	7-point scale	3
4 <sup>th</sup> Internal	Elective element 2, The content and ECTS attached to the exam will be stated in the Specializationscatalogue	X	7-point scale	3
5 <sup>th</sup> Internal	Internship, 15 ECTS	X	Pass/fail	4
2 <sup>nd</sup> External	Main project, 15 ECTS	X	7-point scale	4

#### 4.2. Core Areas

The programme includes five core areas comprising 70 ECTS

##### Core area 1: International marketing

**Weight: 25 ECTS**

**Content:**

The core area 'International Marketing' covers three semesters and enables the student to understand a company's internal and external situation as well as to act operationally on a strategic foundation on both the B2B and B2C markets.

By applying existing data and theory as well as their own qualitative and quantitative analyses, the student will gain the skills to do segmentation, identify target audiences and apply positioning for both the Danish and the export markets.

Based on the above, and with an understanding of sound business practices and skills in applying marketing related trade parameters, the student will be able to prepare and implement marketing plans on an operational level.

**Learning objectives:**

**Knowledge and understanding**

The student will gain knowledge about:

- various types of business models for B2C and B2B as well as both analogue and digital models
- theories and models for data collection and processing and statistical calculations
- practical theories and models for analysing the company's strategic situation with focus on both internal and external conditions
- theories and models about buying behaviour for B2C and B2B
- trade parameters in different business models
- the company's strategic opportunities for growth with particular focus on growth via internationalisation

**Skills**

The student will get the skills to:

- assess theoretical and real-life marketing issues in regard to the company's strategic platform, competency and resources
- implement qualitative and quantitative market analysis methods in specific marketing connections – both B2B and B2C including the use of relevant statistical analysis as well as establish and disseminate results in professional way
- apply models and theories for segmentation and target group choice and positioning
- apply models and theories for preparing proposals for business parameters based on knowledge of the company and the market
- apply models and theories to identify growth potential nationally and internationally

### Competencies

The student will learn to:

- demonstrate good business sense in a development-orientated context for a company
- find professional and interdisciplinary solutions for real-life and marketing issues on the national and international market
- manage marketing planning for the company, including the economic implications of this

## Core area 2: Economics

**Weight: 20 ECTS**

### Content:

The core area of 'Economics' covers three semesters and enables the student to contribute to the understanding of the company's internal and external situation by implementing economic analyses.

By applying analytical tools for economics, the student gains the competencies to support strategic analysis, investment in the company, price setting and budgeting.

Based on the above understanding of the company's economical foundation, the student will be able to prepare the economic consequences of the marketing plan on an operational level.

### Learning objectives:

#### Knowledge and understanding

The student will gain knowledge and understanding about:

- the company's accounting matters, the Annual Report and the financial reporting forms
- the basis for the company's profits, income and expenses
- the company's market including micro- and macroeconomic conditions affecting the company's decisions
- different types of markets and trade theories
- knowledge of the company's capital needs
- price as a trade parameter

#### Skills

The student will get the skills to:

- assess contribution margins in order to perform break even analyses and economic governance

- assess a company's accounts in terms of profitability, earnings, capital adjustment, solvency, liquidity and cash flow
- assess pricing under different market forms and make a simple cost optimisation based on known market and cost expectations
- assess and establish prerequisites for investments and make calculations as a basis for investment decisions
- assess, describe and analyse the main national economic indicators for the purpose of market assessment
- assess activity budgets, cash flow forecasts and balance budgets
- assess and determine the optimal price and quantity fixing for various market forms
- assess and manage the effects of various market interventions
- assess pricing strategies and pricing methods

### Competencies

The student will learn to:

- participate in structuring the company's earning quality on core activities, including understanding the costs, assets and liabilities
- manage the accounts, and will be able to understand the importance of special posts for development
- participate in the preparation of activity budgets, including sales forecasts and marketing budgets as well as structuring and managing a budget control and analysing the possibility for change for changed income objectives
- participate in the assessment of the effect of macroeconomic policies

### Core area 3: Sales and Marketing Communication

**Weight: 10 ECTS**

#### Content:

The core area Sales and Marketing Communication covers two semesters and enables the student to communicate and negotiate with the company's stakeholders, in respectively the B2C and B2B markets. There is a focus on professionalism for both the physical client meeting as well as for digital and analogue mass communication.

Based on the company's business model and other strategic considerations, the student will be able to choose the correct communication channel and approach; the student will also get the competencies at an operational level so that a sale or a campaign will be carried out professionally.

Based on cultural understanding, the student will have the competencies to implement their customer relations in international markets.

#### Learning objectives:

##### Knowledge and understanding

The student will gain knowledge and understanding about:

- marketing communication theory and models
- sales phases and sales processes
- salesmanship and sales psychology
- communication strategy and campaign planning
- the analogue and digital media landscape
- different negotiating strategies
- cultural theory and analysis

**Skills**

The student will get the skills to:

- develop and communicate a communication strategy and sales plan based on a company's marketing strategy
- use sales and negotiating techniques for the implementation of personal sales
- use the different phases of sales processes
- assess analogue and digital media choices, their synergy and the media selection's pros and cons
- use operational tools within selected areas of analogue and digital marketing, including social media
- develop a media strategy and plan
- assess the influence of culture on marketing communication

**Competencies**

The student will learn to:

- manage the preparation of a communication strategy and sales plan based on a company's marketing strategy
- participate in the preparation of and operationalise a campaign plan with a strategic starting point, including analogue and digital media
- in a structured way, implement sales and marketing communication in international markets, taking account of cultural barriers and differences
- keep up to date with current developments especially within the digital area, including identifying the need to develop own competencies

**Core area 4: Business Law**

**Weight: 5 ECTS**

**Content:**

The core area Business Law covers two semesters. The aim is that the student gets knowledge of the overall legal framework for good business. They should also achieve skills to independently select the appropriate legal basis and remain critical to usability. Additionally, they should have the competencies to assess when the company needs to involve specialist legal knowledge.

**Learning objectives:**

Knowledge and understanding

The student will gain knowledge and understanding about:

- legal methods, information retrieval and legal sources including their interrelationship hierarchy
- the rules for marketing, including e-commerce and trademark protection
- the rules for the collection and processing of personal data in relation to customers
- the rules for the formation of contracts, including digital contracts, intermediaries and invalidity
- the rules for commercial and consumer sales
- the Consumer Contracts Act's rules on consumer sales, including the right of withdrawal
- company forms, including liability
- basic liability conditions, employer liability, the Product Liability Act and product liability developed through case law

**Skills**

The student will get the skills to:

- assess legal business problems in relation to:
  - marketing law
  - contract law
  - sale of goods, including
    - passing of risk
    - delivery
    - retention of title
    - non-compliance of commercial and consumer sales
  - E-commerce
  - liability for various company forms

**Competencies**

The student will learn to:

assess whether or not the marketing plan is in compliance with relevant legislation and determine when it is necessary to involve legal specialists

### Core area 5: Organisation and Supply Chain Management

**Weight: 10 ECTS**

**Content:**

The core area Organisation and Management is spread over two semesters. The core area makes sure the students get a basic understanding of a company's organisation, resources and competencies. The core area also makes sure that the student is competent to act professionally in collaborative relationships at work - both internally with superiors, co-workers and colleagues and externally with customers and suppliers.

The core area enables the student, through the use of personal leadership and project management tools, to manage and coordinate projects.

Through this core area, the student gains an understanding of the organisation as a basis for the company's value creation, including the company's innovation abilities and methods.

Based on the understanding of a company's business model, there is a focus on working innovatively with the optimisation of supply chains and distribution channels.

**Learning objectives:****Knowledge and understanding**

The student will gain knowledge and understanding about:

- the organisation's culture and structure - theories and concepts
- personal leadership and professional identity
- supply chain management and distribution channels including omnichannels on B2B and B2C
- theories and methods for implementing innovative projects in an organisation

**Skills**

The student will get the skills to:

- analyse how the company's organisation and culture can form the basis for the company's core competencies
- use essential tools in a project process

- develop a professional written report and present the major conclusions with focus on the receiver
- identify:
  - essential resources and competencies in the company and its supply chain
  - personal leadership roles in the development of own standpoint and professional identity
  - apply innovation processes and tools in practice
  - use essential tools in a project process
- communicate a professionally written report and present the major conclusions with focus on the receiver

### Competencies

The student will learn to:

- participate in the management and coordination of projects through the use of project management tools and knowledge of human mechanisms in a project team
- participate in the company's innovation processes so that ideas are developed in practice
- participate in the company's selection of distribution channels in the B2B and B2C markets
- participate in a collaboration for the development of the range and relationship management as well as principles of planning
- participate in the planning of the company's flow of goods
- in a structured context, prepare cultural analyses and compare cultural differences

### 4.3. Compulsory Programme Elements

The following describes content, ECTS weight, learning objectives and the exams for each of the six compulsory components included in the course of study.

**Table: The distribution of ECTS for the compulsory programme elements**

Compulsory programme elements							
Core areas	1st semester			2nd semester		3rd semester	Total ECTS
	Understanding of business	Methodology	Market understanding	Tactical operational marketing B2C	Tactical operational marketing B2B	Internationalisation	
Int. Marketing	1	6	5	5	3	5	25
Economics	1	2	2	6	4	5	20
Sales and Marketing Communication			5	5			10
Business Law			2	3			5
Organisation and Supply Chain Management	3	2	1	1	3		10
<b>ECTS in total</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>10</b>	<b>10</b>	

Exams	1 exam	1 exam	1 exam	70
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### Compulsory programme element: Understanding of business

**Weight: 5 ECTS - 1st semester**

**Content:**

The programme element ensures that the students will have an understanding of good business sense and will be able to analyse a company's business model and on the basis of this, develop innovative alternatives.

**Learning objectives:**

**Knowledge and understanding**

The student will gain knowledge and understanding about:

- different types of business models and concepts - offline and online.
- theories and models about the company's value creation
- the company's accounting matters, including the Annual Report and the financial reporting forms, as well as additional reports
- the company's revenue base and costs, including fixed costs and variable costs
- concepts and theories in organisational structure and organisational culture
- concepts and theories of supply chain structure
- theory of innovation, sources of innovation and the innovative organisation
- how the company's competencies originate and develop through many different activities, functions, processes, relationships, etc.

**Skills**

The student will get the skills to:

- analyse the company's strategic platform
- assess the company's competencies and resources focussing on their efficiency in value creation
- evaluate the company's internal strategic situation and its ability to deliver added value
- be able to assess the basic financial reporting in the annual report
- assess the company's structure and organisation as the company's competency base
- identify significant resources in the company's supply chain and assess how the supply chain relationships are included in the company's competency base
- participate in innovation processes and use innovation tools both in product innovation and in organisational innovation

**Competencies**

The student will learn to:

- participate in the company's innovation processes in interaction with others
- manage the structuring and analysis of significant economic posts in the annual report

### Compulsory programme element: Methodology



<p><b>Weight: 10 ECTS - 1st semester</b></p>
<p><b>Content:</b> The programme element ensures that the students can methodically apply the relevant analysis tools and on this basis, draw up and disseminate the basis of decisions within sales, marketing and economics.</p>
<p><b>Learning objectives:</b></p> <p><b>Knowledge and understanding</b> The student will gain knowledge and understanding about:</p> <ul style="list-style-type: none"> <li>• various marketing analysis methods - including desk and field research.</li> <li>• economic analysis tools to assess the company's internal economic situation</li> <li>• concepts, theories and practical problems within team cooperation methods for project management and control</li> </ul>
<p><b>Skills</b> The student will get the skills to:</p> <ul style="list-style-type: none"> <li>• use various marketing analysis methods in order to collect and process information, both desk and field research</li> <li>• use both qualitative and quantitative methods and combinations of these to strengthen the quality of marketing analysis (method triangulation)</li> <li>• evaluate the quality of the marketing analysis based on qualitative criteria within quantitative and qualitative analyses</li> <li>• use qualitative analysis methods and be able to identify and present the main conclusions</li> <li>• identify and present the results of quantitative data analysis using statistical tools (descriptive statistics)</li> <li>• determine statistical relationships between variables in connection with surveys (cross-tabulation)</li> <li>• assess and analyse company accounts in terms of profitability, earnings, capital adjustment, solvency, liquidity and cash flow and equity-related ratios</li> <li>• compare the company's or the industry's economic situation based on external information including the Annual Report</li> <li>• evaluate the different types of costs and their impact on the company's accounting, including analyses of contribution margin and break-even</li> <li>• use appropriate tools and models for project management - including IT tools</li> <li>• draw up reports with a thesis statement, reasoned methods, as well as analyses that comply with formalities and are adapted to the recipient. This includes the use of digital tools.</li> </ul>
<p><b>Competencies</b> The student will learn to:</p> <ul style="list-style-type: none"> <li>• to participate in the company's data-gathering and-analysis</li> <li>• in a structured context, relate and reflect on their own and other others' perspectives in order to achieve results in cooperation with others</li> <li>• manage the planning, implementation and evaluation of a project</li> <li>• produce a professional report according to the given framework (formalities)</li> </ul>

**Compulsory programme element: Market understanding**
**Weight: 15 ECTS - 1st semester**
**Content:**

This programme element ensures that the student will be able to develop, implement and apply analyses to gain an overall understanding of marketing.

On the operational level, the students will get the competencies to implement sales for the company's customers.

In this programme element, law is included as an important component to understand the regulations the company will meet in the market.

**Learning objectives:**
**Knowledge and understanding**

The student will gain knowledge and understanding about:

- relevant theories and models concerning the company's external situation
- the company's market conditions including micro- and macroeconomic conditions affecting the company's business decisions.
- different types of markets and their impact on efficiency
- population development, the labour market and income
- legal methods, information retrieval and legal sources including their interrelationship hierarchy
- rules for the formation of contracts, including digital contracts, intermediaries and invalidity
- basic liability conditions, employer liability, the Product Liability Act and product liability developed through case law
- company forms, including liability
- sales cycle stages, challenges and opportunities
- personal sales - identification of customer needs
- sales psychology - different types of customers
- various sales and negotiation theories and strategies
- CRM - systems for managing customer relationships
- cultural theories and models
- cultural values and cultural behaviour, including cultural barriers
- trend analysis

**Skills**

The student will get the skills to:

- assess the company's strategic position:
- assess the company's product/market portfolio in relation to customers and competitors.
- identify the company's customers and be able to assess the company's customer relations and the customer's buying behaviour – both B2B and B2C.
- assess the main national key performance indicators in relation to the company's market situation
- assess population trends, labour market and income in relation to the market situation
- assess the importance of culture in a commercial and communicative context
- assess the effect of various market interventions, including commercial policy interventions on the company's activities
- use legal methods, information retrieval and legal sources including their interrelationship hierarchy

- assess legal business problems in relation to contract law
- use market segmentation, select target groups and position the company and its products or services
- assess the strategy options in connection with the implementation of sales, from subject selection to sales closure and follow-up
- apply different negotiation theories and models to implement specific sales negotiations
- assess the company's position in the supply chain and apply this in sales and communication contexts

### Competencies

The student will learn to:

- participate in the planning of the selection of relevant markets for the company on the basis of competitive conditions
- manage development-orientated situations for the organisation's verbal and non-verbal communication to other cultures
- manage development-orientated situations in connection with the company's sales planning, organisation, implementation and follow-up
- participate in negotiations with a professional and personal impact
- in a structured context, acquire new knowledge about legislation in relation to the market
- manage the societal effects of various market interventions in relation to the company's activities

### Compulsory programme element: Tactical and operational marketing B2C

**Weight: 20 ECTS - 2nd semester**

#### Content:

This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2C market.

#### Learning objectives:

##### Knowledge and understanding

The student will gain knowledge and understanding about:

- the company's parameter mix, for both service and manufacturing companies
- service marketing
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- the company's market communication and marketing objectives in a national and international perspective
- the impact of the marketing mix on market communication

- various media platforms/genre - offline and online
- effect measurements
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy and basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product
- pricing strategies and pricing methods
- regulations for marketing, including e-commerce and trademark protection
- sale of goods
- rules for the collection and processing of personal data in relation to customers
- the Product Liability Act and product liability developed through case law
- instruments in omnichannels including space management, range management, distribution and partner management

### **Skills**

The student will get the skills to:

- assess the company's parameter mix according to the company's target market/s - online and offline
- prepare proposals for adapting the company's parameter mix and assess its profitability
- assess the economic impact of different parameter efforts
- prepare a marketing budget including estimates of revenues and expenses and their impact on the profit budget
- prepare a profit budget and a cash budget for a company
- assess the marketing plan's liquidity effect
- prepare a break even calculation for the marketing plan
- assess and explain the consequences of any changes in budget assumptions to the profit and cash flow budgets, as well as basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess price formation for different market forms
- assess pricing strategies and pricing methods
- assess legal business problems in relation to:
  - marketing law, including e-commerce
  - contract law, sale of goods, including:
    - passing of risk
    - delivery
    - securing the purchase sum through retention of title
    - non-compliance of commercial and consumer sales
- apply rules for the collection and processing of personal data in relation to customers
- establish marketing and communication objectives in relation to the chosen target group
- establish a brand positioning statement
- run analyses and evaluations of media plans and creative presentations
- apply updated techniques and tools for designing the company's internal and external communication
- assess the importance of appropriate values in a marketing context

- apply theoretical and practical tools for planning and implementation of marketing communication tasks
- assess and optimise the organisation's use of promotional resources
- evaluate and use rhetorical strategies based on brand positioning, target audience and applied media
- analyse and evaluate the company's opportunities within omnichannels including space management, range management, distribution

### Competencies

The student will learn to:

- manage marketing and sales planning for the company, as well as disseminate the marketing plan to business partners and users
- participate in the organisation, and implement and monitor marketing and sales initiatives
- participate in the company's pricing of a product
- participate in the preparation of the company's marketing campaign plans online and offline
- be part of the company's work with various partners, such as advertising and media agencies
- participate in an assessment of whether or not the marketing plan complies with relevant legislation and determine when it is necessary to involve legal specialists
- manage the company's range and distribution

### Compulsory programme element: Tactical and operational marketing B2B

**Weight: 10 ECTS - 2nd semester**

#### Content:

This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2B market.

#### Learning objectives:

##### Knowledge and understanding

The student will gain knowledge and understanding about:

- the company's parameter mix on the B2B market
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- sales strategies B2B - online and offline
- various negotiation theories and models
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy
- basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product knowledge of relational types and SCM collaboration

**Skills**

The student will get the skills to:

- apply different negotiation theories and models to implement concrete negotiations in a B2B context
- do a basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess pricing strategies and pricing methods
- analyse and evaluate the company's relation types and SCM collaboration according to strengths and weaknesses

**Competencies**

The student will learn to:

- carry out B2B marketing and sales planning for the company - including: implementing the organisation of, execution of and monitoring of marketing and sales initiatives, as well as the dissemination to business partners and users
- participate in controlling the marketing plan's financial consequences
- manage the optimisation of the company's supply chain relationships

<b>Compulsory programme element: Internationalisation</b>
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<b>Weight: 10 ECTS - 3rd semester</b>
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**Content:**

This programme element ensures that the student can participate in professional and interdisciplinary collaboration in the development of the company's growth and internationalisation.

**Learning objectives:****Knowledge and understanding**

The student will gain knowledge and understanding about:

- different growth strategies
- internationalisation theories, market selection, as well as establishment forms
- international parameter strategies
- terminology concerning the programme's compulsory element subjects
- correlation between growth and investment
- investment theory and methods
- financing options including equity as well as debt capital
- classical and recent commerce theories
- the development of international trade and knowledge of the most important international organisations
- causes of inflation and the consequences of these
- exchange-rate formation
- cyclical theory

**Skills**

The student will get the skills to:

- propose possible solutions for the company’s internationalisation, including market screening, market selection and entry strategies into international markets
- use international parameter strategies
- assess and establish prerequisites for investment and make calculations as a basis for investment decisions
- set relevant multi-period cash flows, based on, for example, estimated budgets of planned marketing initiatives
- assess and compare the measures envisaged on the basis of a calculation of the net present value, internal rate of return and sensitivity. Calculate and evaluate effective interest rates
- describe and analyse the main national economic indicators for the purpose of export market assessment
- analyse and assess the impact of trade policy interventions on export markets

**Competencies**

The student will learn to:

- participate in the preparation of the company’s international growth and marketing strategies, taking into account the economic consequences of macroeconomic measures and the company’s economy

**4.4. Elective educational elements**

The education has electives on 3rd semester which amount to 20 ECTS. The electives give the student the opportunity to improve his/her study competences and professional competences via specialization.

Every year the education offers a number of specific electives which are described by name, ECTS, contents, learning objectives and testing. These will be available on [www.eadania.dk](http://www.eadania.dk)

**4.5. Internship**

<b>Internship</b>
<b>Weight: 15 ECTS - 4th semester</b>
<b>Content</b>
The internship must ensure real-life competencies and the independent development of professional and personal vocational competencies. The student must be able to solve practical problems on a methodical basis with the inclusion of relevant theories and models and thus contribute to the implementation of value-adding activities in the company.
<b>Learning objectives:</b>
<b>Knowledge</b>
The student will get:
<ul style="list-style-type: none"> <li>• in depth knowledge about the industry/profession</li> <li>• experience from participating in practical work within the business economics field</li> </ul>

<p><b>Skills</b></p> <p>The student will get the skills to:</p> <ul style="list-style-type: none"> <li>• apply a comprehensive range of technical, creative and analytical skills related to employment within the profession</li> <li>• use collected information to independently solve a task</li> <li>• apply the programme's methods and theories in participation in the resolution of the company's tasks</li> <li>• communicate professionally with colleagues, customers and/or other stakeholders</li> </ul> <p><b>Competencies</b></p> <p>The student will learn to:</p> <ul style="list-style-type: none"> <li>• in a structured context, reflect on and independently relate the application of theory and methods in practice</li> <li>• manage their own professional and personal roles in relation to the concrete tasks and participate in disciplinary and interdisciplinary cooperation</li> <li>• in a structured context, acquire new knowledge, skills and competencies in relation to the profession</li> </ul> <p><b>Exam:</b></p> <p><b>1 exam. Further information in the table section 5.2</b></p>
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#### 4.6. Requirements for the Final exam

The Final exam project must document that the programme's objectives have been attained. The learning objectives for the project are thus the programme's "Appendix 1" for the Degree Programme Ministerial Order

<b>Final exam project</b>
<p><b>Content:</b></p> <p>The purpose of the final exam project is that the student methodologically prepares an independent, interdisciplinary and practice-orientated assignment that demonstrates knowledge, skills and competencies that are based on the general learning objectives for the programme given in the introduction to this curriculum. The project is prepared in cooperation with a specific company and takes as its starting point any current issues for this company.</p>
<p><b>Weight: 15 ECTS - 4th semester</b></p>
<p><b>Learning objectives:</b></p> <p><b>Knowledge</b></p> <p>The student will gain knowledge about:</p> <ul style="list-style-type: none"> <li>• methods for the identification and solution of complex and real-life issues within the profession on the basis of business economics</li> </ul> <p><b>Skills</b></p> <p>The student will get the skills to:</p> <ul style="list-style-type: none"> <li>• identify developmental needs and potential for a company</li> <li>• assess theoretical and practical issues and justify the selected methods for the solution of the problem</li> <li>• apply methods and tools for the systematic collection and analysis of both primary and secondary data</li> </ul>



- apply value-adding activities and draw up proposals, on the basis of the chosen problem
- establish and communicate proposals which include economic impact calculations and implementation plans
- apply and disseminate new perspectives on the basis of a concrete problem

### Competencies

The student will learn to:

- participate in disciplinary and interdisciplinary, holistic and practice-based teamwork
- disseminate and justify the practice-based issues and proposed solutions to relevant stakeholders
- manage development-orientated situations nationally and internationally within sales and marketing
- participate in academic and interdisciplinary collaboration with a professional approach

### Exam:

**1 exam.** Further information in the table section 5.2

## 5. The Tests on the Education

### 5.1. General information about tests

The purpose of testing is to assess to which degree the student meets the professional objectives stated for the education and its elements. The curriculum distinguishes between two types of tests:

- **External test:** Assessed by the internal examiner and one or more appointed external examiners.
- **Internal test:** Assessed by one or more lecturers or others selected by the academy.

See section describing study activity for more information about the prerequisites for participation and handing in assignments, projects etc.

It is the responsibility of the student to know and adhere to the rules of testing at the academy. When compulsory attendance has been met, assignments and projects are accredited, the student will automatically be signed up for exams and tests.

In case the student does not pass the first test, the student will automatically be signed up for a new test unless something else has been agreed on. For more information, see Dania's exam regulations.

If a student fails to show up for an exam a try has automatically been used unless the student can document illness. The student is entitled to 3 tries for each test.

All tests must be passed. Tests passed cannot be retaken.

### Opting out from tests

The student is automatically signed up for all tests and exams at his/her education.

- Opting out from written exams – 7 days before the time of the exam
- Opting out from oral exam with written assignment – 7 days before deadline for handing in the written part

- Opting out from written assignment or project for evaluation – 7 days before the hand-in deadline
- Opting out from final exam report – 14 days before project hand-in deadline

If the student, as a consequence of unusual circumstances, wishes to opt out after the deadline, the student may apply for exemption. The exemption may be granted if the students can document unusual circumstances.

Opting out must be done by email to the study secretary of the education at the study location. When the student receives a confirmation from the academy the opting out is valid. After this, the student will be signed up for the next test in the subject area, and the test the student opted out from will not count as a try.

### **Illness at tests**

If a student cannot sit a test because of illness, the student must inform the administration about this without delay. Also, the student must submit a doctor's note verifying illness.

The documentation must be received by our administration no later than three days after the test. The academy will set up a "new" exam as soon as possible.

If illness occurs during the test, invigilation must be informed and the student must abandon the room. The student must then send a doctor's notice to the academy so the test will not be counted as a try to take the exam.

If a student sits through the test despite illness, this will be counted as participation in the test. A student who has been absent from a test due to documented illness must sit the exam as soon as possible hereafter, and no later than the next ordinary exam time.

### **Special Test Conditions**

Students may, due to physical or psychological disabilities, apply for permission to get extra time for tests, special conditions or the like. A written application must be sent no later than 4 weeks before the test. If sudden health problems occur, the academy may accept another deadline.

The application must be accompanied by a doctor's notice, or other documentation for health problems.

The academy may accept special test conditions for the entire education.

### **Complaints about exam**

Complaints about a test must be addressed to the academy. The complaint must be written (paper), substantiated, dated and signed. Complaints must be submitted no later than two weeks after the test or two weeks after the result of the test has been submitted to the student.

Complaint may be about; cf. exam regulations:

- 1) The basis of the test, including questions, the test itself and the like as well as the test in relation to the purpose of the education,
- 2) The actual execution of the test, or
- 3) The assessment of the test result

### **Exemption**

The institution may exempt from the times stated for passing tests if there is a health reason, including maternity leave.

Irregularities, incorrect behaviour / breach of rules at exams

If the academy finds that students cheat at tests, like getting help or using illegal means, the student will be expelled from the test. In serious cases the academy may decide to expel the student from the academy for a period of time. In such cases a written warning is given and repeat transgressions may lead to indefinite expulsion. An expulsion leads to loss of grade from the test and the use of a test try.

If the student is showing incorrect behaviour, the academy may expel the student from the test but only after warnings.

### **Use of own and others' work – plagiarism**

Plagiarism is when a written assignment contains complete or partial:

1. identical or almost identical reproduction of other's work without marking it with italics, quotes, indent or other clear reference to source
2. reuse of own already assessed material without meeting the requirements under point 1.

When an individual assignment contains text passages made with others in a group and is the same in multiple assignments it is also plagiarism.

### **Taking tests when abroad**

The student may in special circumstances be allowed to sit a test abroad, according to the current ministerial order. The test may be taken using skype or other approved video conferencing systems.

The institution appoint or approve invigilation who must be by the student during the test. Possible expenses must be covered by the student. The student must confirm, in writing, the acceptance of payment in advance.

## 5.2. Tests on the Diploma

The below test results will appear on the diploma.

Name of test	Education element	On diploma	Assessment	Semester
1 <sup>st</sup> Internal	Business understanding, Methodology and market understanding 30 ECTS	X	7-scale	1
1 <sup>st</sup> External	Tactical and operational marketing BtB & BtC 30ECTS	X	7- scale	2
2 <sup>nd</sup> Internal	Internationalisation 10 ECTS	X	7- scale	3
3 <sup>rd</sup> Internal	Elective element 1, The content and ECTS attached to the exam will be stated in the Specializationscatalogue	X	7- scale	3
4 <sup>th</sup> Internal	Elective element 2, The content and ECTS attached to the exam will be stated in the Specializationscatalogue	X	7- scale	3
5 <sup>th</sup> Internal	Traineeship, 15 ECTS	X	Pass/Not pass	4
2 <sup>nd</sup> External	Final project, 15 ECTS	X	7- scale	4

## 5.3. Description of the Tests

### 5.3.1 1st Internal Exam

<b>Business Understanding, methodology and market understanding, 1st internal exam (first semester exam)</b>	<b>30 ECTS</b>	<b>Internal test</b>
Time: End of first semester		
<b>Test type:</b> The test consists of a cross disciplinary case exam and an oral defence, based on a specific company. The students get a brief from the company about actual ideas about the development of the company. Based on this, students must make an action plan, accounting for relevant decision criteria, using data to support the decisions.		

<p>The students must present their analyses and decisions and questions may be posed in a wide variety of fields within the framework of the analyses and decisions. Additionally, the students pick a question relation to the topical curriculum. 20 minutes are used on the case and 5 minutes on the general curriculum question.</p>
<p><b>Assessment Criteria:</b>                  The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum.</p> <p>One grade is given, comprising the written part, the presentation of the case and the general question picked.</p> <p>7 scale is used to assess.</p> <p><i>Special rules of differentiation of assessment in group exams: No</i></p>
<p><b>Prerequisite for taking the exam:</b>                  To be eligible for this exam, all tests must have been passed. The student must have participated in lectures and handed in the Theme tests on the semester.</p>
<p><b>Aids and language:</b>                  All aids are available                  The test is in English</p>
<p><b>Duration of test:</b>                  Students have 48 hours to make the case analysis and recommendations and the oral defense takes 30 minutes including deliberations.</p>
<p><b>Consequence if failing the test:</b>                  Re- exam. The test must be passed to take tests on the subsequent semester</p>

5.3.2 1st External Exam

<p><b>Tactical and operational marketing B – t – C and                  Tactical and operational marketing B – t – B</b></p>	<p><b>30 ECTS</b></p>	<p><b>External test</b></p>
<p><b>Time:</b>                  2<sup>nd</sup> Semester</p>		
<p><b>Test type:</b>                  The test consists of a cross disciplinary case exam based on a specific company                  The cross disciplinary case exam is a 6-hour written test done after 24 hours' preparation. The case exam tests the learning objectives for 2nd semester – tactical and operational marketing BtB and</p>		

BtC. The focus is on the student's ability to select and use relevant theory from various professions in solving the case.

The basis of the 24 hours' preparation is a short case description consisting of:

- Name of the company to be analysed
- Preliminary data about the company, market or the like

On the day of the exam the student will be asked several questions, which must be answered. The academy expects between 24,000 and 36,000 characters everything included; spacing, foot notes, figures, and tables but not including front page, list of contents, list of sources and enclosures.

The learning objectives are identical to the learning objectives on 2nd semester:

- Tactical and Operational Marketing B-t-C
- Tactical and Operational Marketing B-t-B

Additional information about the exam is available on Fronter

**Assessment Criteria:**

The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum.

7 scale is used to assess.

**Prerequisite for taking the exam:**

To be eligible for this exam, all tests on 1<sup>st</sup> semester must have been passed. The student must have participated in lectures and handed in the Theme tests throughout 2<sup>nd</sup> semester

**Aids and language:**

All aids are available  
The test is in English

**Duration of test:**

24 hours' preparation and 6 hours written test

**Consequence if failing the test:**

Re- exam. The test must be passed to take tests on the subsequent semester.

5.3.3 2<sup>nd</sup> Internal Test

Internationalisation	10 ECTS	Internal test
<b>Time:</b> 3 <sup>rd</sup> Semester		
<b>Test type:</b> 4 hours individual cross disciplinary written test in the compulsory education elements on 3rd semester. The written test is based on a case about a specific company where the student works on internalization. The case is handed out 24 hours before the written test. . The case brief is a scenario of a company/line of business which contains information about: <ul style="list-style-type: none"> <li>• Company and product areas</li> <li>• Various sources</li> </ul> The assignments consists of two questions and is based on the learning objectives of 3rd semester's compulsory education element "Internationalisation" (cf. Curriculum). The academy expects maximum 24,000 characters everything included; spacing, foot notes, figures, and tables but not including front page, list of contents, list of sources and enclosures. .		
<b>Assessment criteria:</b> The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum. 7 scale is used to assess.		
<b>Prerequisite for taking the exam:</b> To be eligible for this exam, all tests on 1 <sup>st</sup> and 2 <sup>nd</sup> semester must have been passed. The student must have participated in lectures and handed in the Theme tests throughout 3 <sup>rd</sup> semester		
<b>Aids and language:</b> All aids are available The test is in English		
<b>Duration of test:</b> 24 hours' preparation and 4 hours written test		
<b>Consequence if failing the test:</b> Re- exam. The test must be passed to take tests on the subsequent semester		

5.3.4 3<sup>rd</sup> Internal test – Elective 1

See elective catalogue at eadania.dk for a precise description of test in elective.

5.3.5 4<sup>th</sup> Internal test – Elective 2

See elective catalogue at eadania.dk for a precise description of test in elective.

5.3.6. 5<sup>th</sup> Internal test – Traineeship test

Traineeship test	15 ECTS	Internal test
<b>Time:</b> 4 <sup>th</sup> Semester		
<b>Test type:</b>  The student's learning from the company traineeship is tested at a written exam with oral defence. This is an internal exam.  The test assesses: <ul style="list-style-type: none"> <li>• The student's reflection on and achievement of the specific learning objectives for professional and personal development during the traineeship as stated in the traineeship agreement.</li> <li>• The student's ability to relate the traineeship to the final report.</li> </ul> The traineeship must be passed before the students can take the exam in the final report.		
<b>Assessment criteria:</b> The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum.  The grade is given on the basis of an oral presentation and a written report.  The exam is assessed passed/not passed.  <i>All trainee reports must be made individually and never in groups or pairs.</i>		
<b>Prerequisite for taking the exam:</b> The student must have concluded 2/3 of the traineeship to take this exam. To be eligible for this exam, all tests on 1 <sup>st</sup> and 2 <sup>nd</sup> and 3 <sup>rd</sup> semester must have been passed.		
<b>Aids and language:</b> All aids are available The test is in English		
Duration of the test:		
<b>Consequence if failing the test:</b> Improve the traineeship report and re-exam in oral presentation. The traineeship must be passed before the students can take the exam in the final report.		



## 5.3.7. 2nd External Exam – test in the final report

Final Report (2nd external)	15 ECTS	External test
<b>Time:</b> 4th semester		
<b>Test type:</b> Oral exam on the basis of a written report  The final report may be made individually or by 2-3 persons as a group. The volume of the report must not exceed:  1 student: 100.000 characters 2 students: 150.000 characters 3 students: 200.000 characters  Characters include; spacing, foot notes, figures, and tables but not including front page, list of contents, list of sources and enclosures.		
<b>Assessment criteria:</b> <b>Assessment criteria:</b> The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum.  One grade is given for a collective assessment of the written and oral part, using the 7 scale. In the assessment the written part has a weight of 2/3 and the oral presentation a weight of 1/3. No parts grade is given.  The student's ability to spell and express him/herself fluently is part of the assessment. Students with another native tongue than Danish/English may be given an exemption from this assessment element. The academy must receive this request no later than 4 weeks before the test takes place.  <i>Special rules for differentiation of assessment at group tests: No</i>		
<b>Prerequisite for taking the exam:</b> To take this exam all other tests and exams must be passed.		
<b>Aids and language:</b> All aids are available The test is in English		
<b>Duration of the test:</b> The oral exam is based on the written report, is individual, and takes 45 minutes including examiners' deliberation.		
<b>Consequence if failing the test:</b> If the grade achieved is less than 02 (fail) the student must make a new final report and sit a new oral exam.		

## 6. Study start test

Students at 1st semester must take and pass the study start test to continue on the education. The purpose of the study start test is to evaluate if the student is actually studying.

The study start test is held no later than 2 months after study start and the result, pass/not pass will be known to the student no later than two weeks after the test.

The test consists of:

- A knowledge test in the subjects taught since studies started
- Assessment of study activity, comprising presence in class and quality of the assignments made

If students do not pass the test they have the chance to sit the test again no later than three months after study start. The students have two attempts to pass this test. This test is not regulated by the exam framework about tests and complaints.

If the student does not pass the test, he or she can no longer study at the academy.

## 7. Study activity

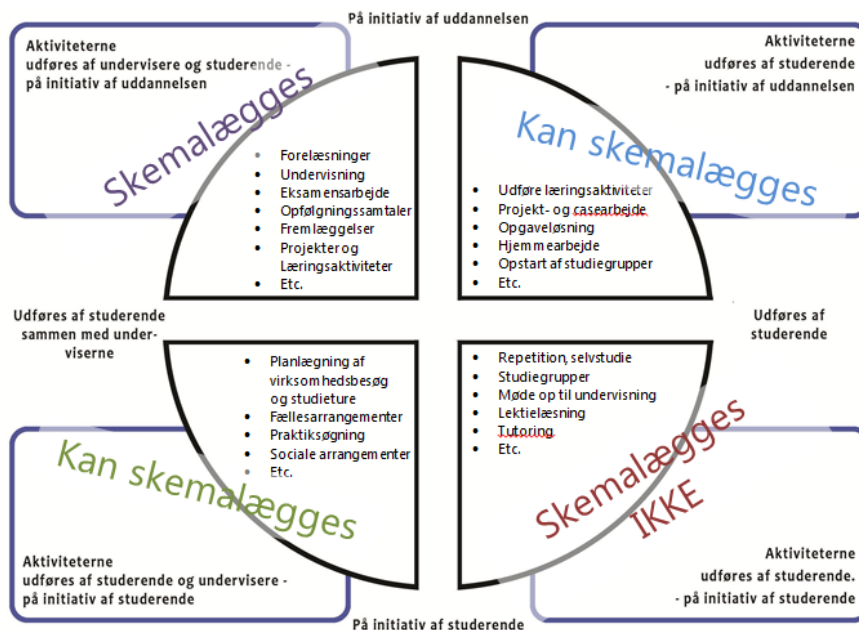
Study activity is measured as the student's attendance and participation in classes by handing in all compulsory assignments and projects. If these criteria are met the student may take the tests at the education. Study activity is always a condition for being qualified for SU.

### 7.1. The Study Activity Model

When you start as a student at Dania academy of Higher Education you will meet activities and planning that is different from what you know. You must expect that the workload is similar to a full time job. The education focuses on applying the science, which means that we have close cooperation with the business community during your education.

The studies include various types of activities. Some of the are initiated by the students themselves – others are planned by the academy. Some activities are executed by the students alone or with fellow students – others are done with the lecturers – and others again are done with companies. Either as part of the traineeship or in relation with projects or company visits.

The teaching at Dania is planned with the outset in the study activity model, dividing the activities in 4 categories:



## 7.2. Compulsory participation

At Dania Academy of Higher Education, we monitor the study activity of each student. We see our students as individuals with individual learning patterns and qualifications and use that as the basis for a combined valuation of participation.

## 7.3. Compulsory Assignments, projects etc.

Compulsory assignments, projects etc. must be handed in before we qualify the student as active and allow him/her to take tests.

For each semester there will be a plan on the intranet showing the assignments and tests of the semester as well as a description of each assignment, project etc.

## 8. Teaching and ways of working

The lectures incorporate the latest research and results from national and international research and development work from the disciplines relating to the profession taught. The teaching also include application of theories from practice and knowledge from central tendencies in the profession and methods to develop the profession, as well as quality- and development work.

Teaching is done as lectures in lecture halls, class teaching, dialogue teaching, exercises, presentations, cases, seminars, guest lecturers; national and international, projects and company traineeship. .

### The Role of the Lecturers

It is Dania's policy that the lecturers plan and perform teaching on the basis of the following:

- Dania's values: We are curious, dynamic and visionary
- Study activity model
- Cross disciplinary approach
- Vary teaching methods

- A process approach to learning
- Close cooperation with the businesses in the profession
- Integration of innovation
- Expect the students to be independent, motivated and actively participating
- Use relevant IT tools

## 9. Rules for the Traineeship

See section 4.5

### Traineeship contract

The student and the company sign a contract which will be approved by the programme manager to ensure relevant work tasks during the traineeship.

The contract contains the following:

- Duration of traineeship period and workhours per week
- Learning objectives
- The academy's responsibilities and framework for tutoring
- Expectations to the student
- Expectations to the company
- Responsibilities of the student, company and the academy
- How to handle a possible termination of the traineeship
- Demand to an action plan
- Framework for and possible demands for a dialogue between the parties
- Information about insurance
- Rules of confidentiality
- Additional information about work contract as enclosure
- Testing
- Evaluation

### Work hours and Remuneration

The traineeship is a full time job with the demand to work hours, participation, involvement and flexibility that a marketing graduate may expect to meet in his/her first job.

The number of work hours per week are negotiated individually between the student and the company.

The company is not required to pay the student a salary.

## 10. Internationalisation

The Academy Educations include the current international dimension in the lectures.

The structure of the education allows the students to take a semester abroad. Dania must approve the foreign institution and the content of the course chosen abroad. Subsequently, the student is dutybound to document completion of the course chosen. The student must also approve that the academy retrieves the necessary information from the foreign institution.

Also, the traineeship may be taken abroad. The company must be approved by the academy before the contract is valid. See general rules about traineeship.

## **11. Credits**

### **11.1. Credits for parts of the subjects in this education**

Dania may approve education elements on the same education taken at other institutions. The grade will be transferred.

Dania may approve educational elements passed at another institution and education are similar to education elements in Dania's current curriculum. If the subject has been graded using the 7-grade scale where the student has been tested and is equivalent to an entire subject, the grade will be transferred. In other cases the grade "pass" will be transferred and will not count in the grade average.

The student must send a written request with relevant enclosures to Dania to be eligible for credits. This also counts for Erasmus students.

### **11.2. Credits for and Access to Other Educations**

The student must contact the student councillor to get topical information as this area develops all the time.

Students may also choose to take higher education abroad to achieve a Bachelor's degree in one or two years. Read more on

<http://ufm.dk/uddannelse-og-institutioner/videregaende-uddannelse/erhvervsakademier/faq-om-uddannelse/meritd4c0bd762d0c4180b072c625b708b402>

## **12. Leave**

Students may be granted leave due to personal issues. More information about leave and the provisions for students on leave may be found in ministerial order no. 1486 of 16 December 2013 about access to academy professions educations and bachelor's educations.

## **13. Exemption**

The institution may exempt students from the rules of the curriculum if the circumstances are unusual. The academies cooperate on uniform exemption rules.