



Valgfag på Markedsføringsøkonom

Sommer- og vinterstart

Erhvervsakademi Dania

Gældende fra 01.09.2025



Ændringslog:

Version	Dato	Udført af	Beskrivelse
1	29.06.2023	Mariann Platen/Mette Sutherland	Nyt valgfagskatalog for årgang 2023-2025, sommerstart.
2	Marts-April 2024	Mette Gebert Sutherland og Mette Petersen	Opdatering af valgfag for årgang 2024-2026, sommerstart
3	Juni 2025		Opdatering af valgfag Sammenskrivning af valgfagskatalog for sommer- og vinterstart

Der tages forbehold for eventuelle trykfejl og ændringer

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1. Indledning

Uddannelsen indeholder ud over de nationale fagelementer også valgfag, der i alt udgør 10 ECTS. Valgfagene giver den studerende mulighed for at kvalificere sine studie- og erhvervskompetencer, toning og perspektivering af emner, der bredt relaterer sig til uddannelsens beskæftigelsesområde.

Institutionen er ikke forpligtiget til at gennemføre alle udbudte valgfag, men der gennemføres et passende antal efter en faglig og kapacitetsmæssig vurdering.

Valgfagskataloget træder i kraft den 01.09.2025.

I dette katalog præsenteres en oversigt over valgfag for efterår 2026.

Erhvervsakademi Dania kan dispensere fra de regler i valgfagskataloget, der alene er fastsat af institutionen, når det findes begrundet i usædvanlige forhold.

2. Retningslinjer for valgfag

Når du vælger valgfag, skal du være opmærksom på følgende:

- Alle valgfag bliver løbende justeret, så de matcher udviklingen i de brancher og arbejdsområder, som uddannelsen sigter imod.
- Valgfagene giver dig mulighed for at tone din uddannelse inden for uddannelsens fagområder, så du kan styrke din faglige profil i forhold til dine interesseområder.
- Vi bestræber os på at oprette et bredt udsnit af valgfag. Antallet af studerende på uddannelsen og tilgængeligheden af kvalificerede undervisere er dog afgørende for, om et fag kan udbydes.
- Valgfag udbydes ikke, hvis antallet af studerende er utilstrækkeligt for at opnå et tilfredsstillende fagligt niveau.

2.1 Gældende for valgfag som udbydes på engelsk

Valgfag som udbydes på engelsk, herunder Summer School, kræver engelsk på B-niveau.

Valgfagene, som udbydes på engelsk på Campus Viborg, har sprogkrav om engelsk på B-niveau. Hvis dette ikke opfyldes, er det muligt at tage en sprogtest for at imødekomme kravet om engelsk på B niveau, eller følge de valgfag som udbydes på dansk på Campus Randers, se nedenstående oversigt.

Følgende sprogtest erstatter kravet om engelsk på B-niveau:

- 1) En TOEFL-test med et testresultat på mindst 83 eller
- 2) IELTS-test med testresultat på mindst 6,5.

Sprogkravet kan også opfyldes gennem en prøve, som udbydes af institutionen.

For nærmere information om sprograv og opfyldelse heraf, kontakt Flemming Kjærsgaard Andersen på fka@eadania.dk.

2.2 Oversigt over valgfag

Valgfag udgør i alt 10 af uddannelsens samlede antal ECTS.

De studerende skal vælge 2 valgfag på 5 ECTS

Som udgangspunkt udbydes valgfagene fysisk og på de pågældende lokationer jf. nedenstående tabel.

Semester	Lokation	Fag 3.6	ECTS	Sprog	Minimum antal deltagere*
3. semester	Randers/ Viborg/ Horsens	Online marketing	5	Dansk	12
3. semester	Randers/ Viborg/ Horsens	Dataanalyse	5	Dansk	12
3. semester	Toronto, Canada	Social Media Summerschool	5	Engelsk	-
3. semester	Ho Chi Minh City, Vietnam	Vietnam Summer School	5	Engelsk	-
3. semester	Viborg	Sustainable Marketing Summer School	5	Engelsk	-

* Minimum kan afvige ud fra vurderingen af holdstørrelsen.

2.3 Valgfag i udlandet

Du kan vælge at gennemføre et eller flere af dine valgfag på en uddannelsesinstitution i udlandet. Hvis du ønsker et studieophold i udlandet, skal du kontakte Flemming K. Andersen (FKA@Eadania.dk) for nærmere information.

SoMe Summer School, Toronto, Canada

I samarbejde med Humber College og EAAA udbydes dette 3 ugers valgfag som foregår i Toronto, Canada. Det arbejdes med udvikling af indhold til Social Medier, skabelse af sociale effekter og opfølgning på disse. Sammen med studerende fra hele verden arbejdes der i grupper på en case fra en rigtig virksomhed. Se valgfagsbeskrivelse under pkt. 3.4.1.

Summer School, Ho Chi Minh City, Vietnam

I samarbejde med HUTECH University of Technology udbydes dette 2 ugers valgfag som foregår i Ho Chi Minh City, Vietnam. Der arbejdes med internationale kompetencer i kultur og business. Sammen med internationale studerende arbejdes der gruppevis og caseorienteret. Se valgfagsbeskrivelse under pkt. 3.4.2

Sustainable Marketing, Summer School, Viborg

Der udbydes et valgfag inden for bæredygtighed i Viborg. Valgfaget udbydes over 2 uger i august. Se valgfagsbeskrivelse under pkt. 3.4.3.

3. Beskrivelse af valgfag

3.1. Online marketing

Indhold

I valgfaget online marketing opnår den studerende konkrete færdigheder i anvendelsen af online medier (en virksomheds egne platforme og andres) som kommunikationsplatforme for en virksomheds markedsføringsindsats.

Emner

- Opsætning af website
- Markedsføring via
- Søgeordsoptimering (SEO)
- Søgeordsannoncering (SEM)
- Sociale medier
- E-mail

Læringsmål for Online Marketing

Viden

Den studerende skal opnå viden om:

- Foretage søgeordsanalyser
- Online markedsføring, herunder også sociale medier
- Website og CMS-systemer

Færdigheder

Den studerende skal opnå færdigheder i at:

- Foretage søgeordsanalyser i relation til konkret case
- Udarbejde markedsføringsmateriale på online medier og sociale medier
- Opsætning af website, herunder domæner, hosting og CMS-system

Kompetencer

Den studerende opnår kompetencer i at:

- Gennemføre realistiske reklamekampagner online
- Drive trafik online med henblik på konvertering

ECTS-omfang

Fagelementet Online marketing har et omfang på 5 ECTS-point.

Beskrivelse af prøven

Placering	Ultimo 3. semester
Formål	Prøven har til formål at teste begrebsviden, færdigheder såvel som kompetenceniveauet i anvendelsen af online medier som kommunikationsplatforme for en virksomheds markedsføringsindsats. Den primære fokus er på udarbejdelsen af en landing-page (owned media), hvor udarbejdelsen af paid- og earned media aktiviteter skal drive trafik ind på landing-pagen.
Læringsmål som udprøves og de tilknyttede fagelementer	Der prøves i læringsmålene for valgfaget Online Marketing. Læringsmål fremgår af beskrivelsen ovenfor.
Tilknyttede ECTS	5 ECTS

Forudsætningskrav	Alle prøver på 1. studieår skal være bestået, samt 2. interne prøve på 3.semester skal være bestået.
Frist for at opfylde forudsætningskravet	Senest 7 dage før aflevering af det skriftlige projekt
Form	Skriftligt gruppeprojekt
Prøvegrundlag inkl. formkrav	<u>Skriftlig gruppeaflevering</u> Opgaven består af to dele, og skal udarbejdes i grupper af 3-5 studerende. 1) Dels en enkelt side (landing page), som er et forslag til casevirksomhedens website. Siden skal være opsat med forskellige features i det valgte CMS-system, som understøtter målet med siden, samt indholdet skal SEO-optimeres. 2) Dels en skriftlig opgave med forklaring af hensigt med siden og forklaring af relevante plugins, en søgeordsanalyse og illustration af, hvordan søgeordsanalysen er anvendt til SEO-optimering, relevant installation af relevant dataopsamling eller sporing af brugeradfærd, samt opsætning af relevante sociale medier og relation mellem disse og landing page. Det skriftlige projekt afleveres som én fil indeholdende link til den landing page, som er skabt af projektgruppen. Det skriftlige projekt må maksimalt udgøre 12.000 anslag (inklusive mellemrum, fodnoter, figurer og billeder, men eksklusive forside, indholdsfortegnelse, kildeliste og bilag).
Bedømmelse	Intern bedømmelse efter 7 trins-skalaen. Ønskes der en individualisering af det skriftlige projekt, skal den enkelte studerendes bidrag kunne dokumenteres i projektet.
Bedømmelseskriterier	Udover læringsmålene vil der blive lagt vægt på følgende i vurderingen af det skriftlige produkt: • Relevant udvælgelse, anvendelse og kombination af tværfaglig viden og metoder fra valgte fag • Evnen til at bruge de faglige begreber samt værktøjer til at udarbejde løsningsforslag • Evnen til at sætte sig ind i relevante nye faglige områder • Evnen til at formulere sig professionelt med relevante fagbegreber • Evnen til at reflektere ift. forbedring af tidligere afleveret produkter
Formulerings- og staveevne	Indgår i helhedsvurderingen
Sprog	Dansk
Hjælpemidler	Alle hjælpemidler er tilladt
Tilmelding til eksamen	Når du starter på et semester, er du automatisk tilmeldt de prøver og eksamener, der er planlagt på det pågældende semester – også de tilhørende sygeksamener/reksamener. Det er ikke muligt at framelde sig eksamen, med mindre særlige forhold gør sig gældende. Se Erhvervsakademi Danias Eksamensreglement.

3.2 Dataanalyse

Formål

Vil du arbejde med online marketing, markedsføringskampagner, salg eller forretningsudvikling, er dette valgfag med til at give dig en vigtig og grundlæggende forståelse for området. Med dette fag bliver du klædt på, så du kan tjene penge til virksomheden på et oplyst grundlag.

Du kommer til at lære programmer, som kan hjælpe med at tracke og behandle rådata, så du bedre kan tage beslutninger. Du vil også lære, hvilken form for data, der mangler for, at du kan kigge på de store linjer og afdække hvilke informationer, der mangler i din beslutningsproces eller forståelsesramme.

Læringsmål for Dataanalyse

Viden

Den studerende har viden om og forståelse for:

- Forskellige værktøjer, tilgange og metoder inden for datadrevet markedsføring og forretningsudvikling
- Forståelse af praksis og centralt anvendte teorier og metoder i praktiske opgaver

Færdigheder

Den studerende kan:

- Udvalge og anvende værktøjer inden for dataanalyse
- Evaluere de vigtigste værktøjer og metoder inden for dataanalyse
- Formidle praksisorienterede spørgsmål og mulige løsninger på dataarbejdet til deltagerne, kunder, partnere og brugere

Kompetencer

Den studerende kan:

Deltage i akademisk og tværfagligt samarbejde med en professionel tilgang til dataanalyse

Håndtere datadrevne markedsføringsudfordringer og forretningsudvikling i forhold til beslutningstagning

I en struktureret sammenhæng, tilegne sig ny viden, færdigheder og kompetencer i forhold til dataanalyse

ECTS-omfang

Fagelementet Dataanalyse har et omfang på 5 ECTS-point.

Beskrivelse af prøven

Placering	Ultimo 3. Semester
Formål	Der laves en teoretisk case på baggrund af realistiske data, så man formår at vise hvordan data kan analyseres og præsenteres i et interaktivt dashboard.
Læringsmål som udprøves og de tilknyttede fagelementer	Der prøves i læringsmålene for valgfaget Dataanalyse. Læringsmål fremgår af beskrivelsen ovenfor.
Tilknyttede ECTS	5 ECTS
Forudsætningskrav	Alle prøver på 1. studieår skal være bestået, samt 2. interne prøve på 3.semester skal være bestået.
Frist for at opfylde forudsætningskravet	Senest 7 dage før aflevering
Form	Individuel skriftlig rapport med digitalt online interaktivt dashboard

Prøvegrundlag inkl. formkrav	Der skal udarbejdes en skriftlig rapport baseret på en case, samt "dashbord" bygget i Google Data Studio (alternativt Shiny, Tableau eller PowerBI). Formkrav til den skriftlige rapport: • Maximalt 12.000 tegn eksklusiv mellemrum, indholdsfortegnelse og bilag • Indhold jf. caseoplæg på Moodle • Klart og tydeligt link til online interaktivt dashboard
Bedømmelse	Intern bedømmelse efter 7 trins-skalaen. Der gives en samlet individuel karakter.
Bedømmelseskriterier	Udover læringsmålene vil der blive lagt vægt på følgende i vurderingen af det skriftlige produkt: • Evnen til at bruge de faglige begreber, samt værktøjer til at udarbejde løsnings- forslag • Evnen til at svare præcist med anbefalinger relevante for casen • Evnen til at formulere sig professionelt med relevante fagbegreber Der vil blive lagt vægt på følgende i vurderingen af det digitale dashboard: • Evnen til at udnyttelsen af interaktive funktioner relevant • Evnen til at vælge visualiseringsmetoder der er relevant for den specifikke data
Formulerings- og staveevne	Indgår i helhedsvurderingen
Sprog	Dansk
Hjælpemidler	Alle hjælpemidler er tilladt
Tilmelding til eksamen	Når du starter på et semester, er du automatisk tilmeldt de prøver og eksamener, der er planlagt på det pågældende semester – også de tilhørende sygeeksamener/reksamener. Det er ikke muligt at framelde sig eksamen, med mindre særlige forhold gør sig gældende. Se Erhvervsakademi Danias Eksamensreglement.

3.3 Summer Schools

3.3.1 Summer School in Social Media (Toronto)

Offered by: Humber College in cooperation with Dania Academy and Business Academy Aarhus

Content

Do you connect with friends on Instagram, Facebook, YouTube, or Twitter? Do you read reviews on social media before checking out a company in-person? Do you ever wonder why online advertising seems to read your mind? Social media is reshaping our communication on every personal and professional level! Stay ahead of the digital marketing curve and learn the fundamental skills needed to stay competitive in your desired industry with the Social Media course, in conjunction with Business Academy Aarhus and Humber College, Toronto, Canada. By using hands-on experience, this course will give you the required expertise to plan, execute, and monitor social media strategies, with the tools industry leaders are already using.

Learning objectives

Knowledge

The student will gain knowledge about:

- Implementation and administration of social media campaigns
- Theories and methods in relation to storytelling and production techniques
- Measuring and analyzing outcomes

Skills

The student will get the skills to:

- Define social media and why it's crucial in a communication strategy, no matter what industry or geography
- Identify social media communities and stakeholders across platforms, and create tailored industry-specific content
- Evaluate the benefits and limitations of SEO tactics
- Create a social media strategy for any organization or brand

Competencies

The student will learn to:

- Manage and integrate the expression of digital media on different digital platforms
- Work in a cross-cultural team
- Develop a digital content strategy for a real-life industry client in Toronto

ECTS-weight

The subject element covers 5 ECTS-points.

Exam description

Placement	July, before start of 3 rd semester.
Purpose	The purpose of the exam is for the student to demonstrate knowledge, skills, and competencies related to the development and implementation of Social Media solutions. Understanding should be illustrated through practical work with a case company. It is expected that the case solution is supported by theories and research related to the issue. Finally, perspectives should be provided regarding practical options for action.
Learning objectives being tested and the related subject elements	The elective exam in the Social Media summer school tests the learning objectives mentioned above.

ECTS	5 ECTS
Prerequisites	Approval of mandatory learning activities in the subject: Active participation in teaching activities, including presentation for the involved company. The prerequisite requirement is not included in the assessment of the exam but is a qualification criterion for being able to participate in the exam. If the student does not meet the prerequisite requirement, he/she cannot participate in the exam and will use one examination attempt.
Deadline for meeting the prerequisites	Two days at the latest before the exam.
Examination Form	A business case conducted in groups of 3 – 6 selected by the lecturers, and an oral group examination with presentation/pitch and dialogue.
Basis of the examination incl. formalities	<u>Business case</u> The student is required to demonstrate knowledge, skills, and competencies related to the development and implementation of Social Media solutions. Understanding should be illustrated through practical work with a case company. It is expected that the case solution is supported by theories and research related to the issue. Finally, perspectives should be provided regarding practical options for action. <u>Oral group exam</u> The oral exam is conducted in groups and does not involve voting. The exam will last approximately 30 minutes, depending on group size. During the oral exam, the student presents and elaborates on their problem statement, demonstrating their ability to convert theory into practice. Furthermore, the student is expected to discuss the chosen approaches and alternative methods.
Assessment	Grading is done according to the Danish 7-point scale. The student will receive an individual grade, based on the student's oral presentation. The evaluation is conducted internally.

Assessment Criteria	The overall presentation is evaluated based on the student's pitch, where the student demonstrates the competence to analyze a case company's situation, possible strategies/tactics, and optimization opportunities based on the company's objectives. Additionally, the student should be able to discuss the chosen approaches and alternative methods. A grade of 12 is awarded for an outstanding performance that demonstrates comprehensive fulfillment of all the case issues with few or no insignificant shortcomings in the presentation. The oral presentation also needs to meet all the requirements mentioned above with few or insignificant flaws. A grade of 02 is given for a sufficient performance where the student only meets the minimum requirements for half of the case issues and, during the oral presentation, as a minimum can answer questions related to the optional presentation.
Writing and spelling skills	N/A
Language	English

Aids	All aids are permitted
Enrollment for the exam	When registering for the summer school in Social Media, the student is automatically enrolled for the exam, which takes place at the end of the summer school.

3.3.2 Vietnam Summer School (HUTECH University of Technology, Ho Chi Minh City)

Offered by: Dania Academy in cooperation with HUTECH University of Technology

Content

The course aims to enhance students' awareness and understanding of the challenges associated with cross-cultural communication and collaboration in the business realm, with a specific focus on Vietnamese/Asian Business Culture.

The objective of the Vietnam Summer school program is to broaden students' knowledge and develop their competencies in "How to Do in Business in Vietnam". The course emphasizes providing students with valuable insights into Vietnamese culture and the country's business environment through firsthand experiences. By doing so, it aims to equip students with the skills necessary to navigate an international business setting effectively and provide expert guidance to future employers on conducting business in or with Vietnam.

The Vietnam Summer school program incorporates various elements, including classroom instruction, workshops, teamwork activities, company visits, and field trips. Additionally, students will engage in project-based assignments and personal reflection to further enhance their learning experience.

Learning objectives

Knowledge

The student will gain knowledge about:

- Basic knowledge of culture and cultural differences
- In-depth knowledge of Vietnamese culture
- Knowledge of how culture influences the operations of international companies.

Skills

The student will get the skills to:

- Analyze behavioral differences across diverse cultures
- Analyze the difference between European/Danish and Vietnamese culture
- Analyze specific issues related to the internationalization process of companies

Competencies

The student will learn to:

- Apply their understanding of Vietnamese culture in specific business contexts
- Advise future employers how to do business in or with Vietnam

ECTS-weight

The subject element covers 5 ECTS-points.

Exam description

Placement	August, beginning of 3 rd semester.
Purpose	To assess to which degree the students fulfill the learning objectives.

Learning objectives being tested and the related subject elements	The elective exam in the Vietnam summer school tests the learning objectives mentioned above.
ECTS	5 ECTS
Prerequisites	None.
Deadline for meeting the prerequisites	None.
Examination Form	Business case conducted in groups, an individual written essay, and an oral group examination.
Basis of the examination incl. formalities	<u>Group business case</u> During the course students will have to build a business case in which they analyze and qualify a business opportunity which connects the Denmark/Europe and Vietnam/Asia regions. The business case is developed in groups of 2-5 students and must result in a business concept in form of a group presentation. <u>Individual written essay</u> Besides the group presentation, the students must hand in an individual essay on a cultural experience (2 pages). To attend the oral group examination, students must hand in their group presentation and individual essay before the stipulated deadline. <u>Oral group examination</u> The business case is assessed in an oral group examination. There is a total of 15 minutes per group + additional 5 minutes pr. group member for the oral exam, not including voting time. The oral exam starts with a 10-minute presentation by the students, then dia-

	logue for 10-25 minutes depending on group size, and finally 5 minutes of voting on the grade.
Assessment	Grading is done according to the Danish 7-point scale. An individual grade is awarded based on the group's business case, the student's individual essay and the student's oral presentation. The exam has internal assessment.
Assessment criteria	The ability to fulfill the learning objectives of the Vietnam Summer school program. A grade of 12 is awarded for an outstanding performance that demonstrates comprehensive fulfillment of all the case issues with few or no insignificant shortcomings in the presentation. The oral presentation also needs to meet all the requirements mentioned above with few or insignificant flaws. A grade of 02 is given for a sufficient performance where the student only meets the minimum requirements for half of the case issues and, during the oral presentation, as a minimum can answer questions related to the optional presentation.
Writing and spelling skills	Part of the overall assessment.
Language	Danish or English. For students enrolled in a Danish programme, it is optional to take the exam in English.
Aids	All aids are permitted
Enrollment for the exam	When registering for the Vietnam summer school, the student is automatically enrolled for the exam, which takes place at the end of the summer school.

3.3.3 Sustainable Marketing Summer School (Viborg)

Offered by Dania Academy in Viborg

Content

The Summer school in Sustainable Marketing will provide you with an understanding of why and how companies can work towards a more sustainable business concept. This course provides students with a practical and strategic understanding of how companies can integrate sustainability into their marketing. Based on a real-life case, students will develop and present sustainable communication solutions that align with legal requirements, ethical standards, and the company's overall marketing strategy.

The course emphasizes the integration of sustainability into the company's overall marketing strategy, enabling students to explore how green initiatives can support long-term brand positioning, stakeholder engagement, and competitive differentiation. Students will learn to align sustainability efforts with business objectives and to translate strategic goals into actionable marketing activities.

Learning objectives

Knowledge

The student will gain knowledge about:

- has knowledge of the practical application of methods and theories within sustainable marketing, including CSRD, ESG, and Double Materiality Assessment.
- understands the key theories and methods used in sustainable communication and marketing practices.
- understands how sustainability can be used as a strategic parameter in marketing and branding.
- Understands the impact of sustainable marketing on a company's competitiveness.

Skills

The student will get the skills to:

- identify sustainability aspects in a company's marketing and business model.
- develop and design concrete, sustainable communication solutions for relevant media channels
- communicate practice-oriented challenges and solution proposals clearly and convincingly to partners and stakeholders – both in writing and orally.

Competencies

The student will learn to:

- assess a company's ability to use sustainable marketing as a competitive parameter.
- participate in development-oriented and cross-disciplinary work processes focused on sustainability

ECTS-weight

The subject element covers 5 ECTS-points.

Exam description

Placement	August
Purpose	The exam consists of a written and oral assignment. The group-based written part will be based on a real-life case and must show the students ability to work with Sustainable Marketing. The oral part must show the students ability to present and argue their work.

Learning objectives being tested and the related subject elements	The learning objectives for Sustainable Marketing are tested. Learning objectives are stated in the description above.
ECTS	5 ECTS
Prerequisites	Full attendance and active involvement in the teaching, field visits, presentations and moreover are required as a prerequisite for taking the examination and passing the course. The prerequisite requirement is not included in the assessment of the exam but is a qualification criterion for being able to participate in the exam. If the student does not meet the prerequisite requirement, he/she cannot participate in the exam and will use one examination attempt.
Deadline for meeting the prerequisites	Two days at the latest before the exam.
Examination Form	A written group project and an oral examination
Basis of the examination incl. formalities	<u>Group project - Synopsys</u> The synopsis is prepared in groups of 3-5 students. It must be max. 12,000 keystrokes (including spaces, footnotes, figures and tables, but excluding front page, table of contents, source list and appendix). If individualization of the written project is desired, the individual student's contribution must be documented in the project. <u>The oral presentation</u> 3 students: 30 min. 4 students: 40 min. 5 students: 50 min. It is the group's task that all group members participate actively The students make a presentation of the selected elements in the project (ap- prox. 5-15 min.) After the presentation, the examiners ask in-depth questions about the presentation and the written project, as well as general questions in relation to the learning objectives for the current subject elements (approx. 20-30 min.) Voting and grading (approx. 5-10 min)
Assessment	Grading is done according to the Danish 7-point scale. The assessment is based on the student's oral presentation. The evaluation is conducted internally.
Assessment Criteria	In addition to the learning objectives, the following aspects will be emphasized in the assessment of the final presentation: • The ability to apply relevant concepts, methods, and tools to develop realistic and well-argued marketing solutions. • The ability to respond precisely to the case with recommendations that are aligned with the company's situation and objectives. • The ability to communicate professionally using appropriate terminology and a clear structure.
Writing and spelling skills	Part of the overall assessment.
Language	English

Aids	All aids are permitted
Enrollment for the exam	When registering for the summer school in Sustainable Marketing, the student is automatically enrolled for the exam, which takes place at the end of the summer school.