Form din fremtid

Digital Concept Development (PBA)

This programme is closed for the time being

Would you like to create our digital future? Do you dream of creating services and commerce solutions the customer actually want? Are you a digital marketing campaigner or communication nerd by heart?

The Digital Concept Development programme is aimed at students with a desire to work with concept development of digital commerce and serviceplatforms on a visually strategic and practical level.

Some of our subjects:

- Digitale trends
- Servicedesign
- User-driven innovation
- Project Management
- Experience Economy
- Intercultural Relationships & Communications
- Philosophy of Science
- Storytelling
- E-learning
- User Research
- Interface- and Interaction Design
- Start ups
- Leisure Economy

Uddannelsens indhold

The program offers a mix of E-Commerce and E-Design and students will obtain a wide knowledge of digital communication and social media marketing. The teaching will take place in a multi-cultural environment with emphasis on teamwork, project work and close

relationship to companies and organisations.

The program qualifies you for jobs within the following areas: Development of digital advertising, social media strategy, communication and design concepts for interactive digital advertising/marketing solutions, Strategically based concept development of e-shops/e-commerce solutions and e-marketing as well as administrative, monitoring and analytic operation and further development of e-shops/e-commerce solutions.

The program qualifies also for master programs at ITU, AALBORG CPH and CBS.

The Bachelor of Digital Concept Development Programme is a 1.5 year top-up that requires an AP Degree for admission.

Studieordning
- Digital Concept Development - 2022
- Digital Concept Development - 2021
- Digital Concept Development - 2020
- Digital Concept Development - 2019
- Digital Concept Development - 2018
- Digital Concept Development - 2017

Adgangskrav
For admission to the Digital Concept Development Programme following educational qualifications are required:

- An AP Degree in Computer Science
- An AP Degree in Design, Technology and Business
- An AP Degree in Entrepreneurship and Design Management
- An AP Degree in Marketing Management
- An AP Degree in Multimedia Design

You can also apply for admission with other degrees. The application will then be considered on equal terms with other applications if Zealand consider that you have qualifications corresponding to the above mentioned degrees.

English at a Danish B-level, IELTS 6.5 or equivalent

When there are more applicants than available places, we base our evaluation on the following criteria:

- Motivation letter clarifying your interest in and knowledge about the programme you applied for and Zealand Academy of Technologies and Business
- Average grade from qualifying exam
- Relevant work experience within the within the area of Business and Economics (internship as part of a study programme does not count)

- Exchange stays, military service, volunteering, other relevant studies/courses (min. 3 months)

Zealand will make an overall evaluation and rating of the applicants, which we may supplement with an admission interview.

Praktik

All full-time programmes at Zealand contain an obligatory internship period that lasts between 10 and 40 weeks.

The internship period's length and placement during the programme depend on the programme, but the internship is usually placed during the last semester of the programme and will be followed by your final exam project.

Read more

SU

As an EU or EEA citizen you can apply for SU for a full time study programme in Denmark. You need to be aware of the requirements in order for to receive SU in Denmark as a foreign citizen.

Read more about SU here

Public transportation discount

You can apply for public transportation discount if you are enrolled as a full time student at a higher education programme. All students, regardless of origin, can apply for an "ungdomskort" (youth card); however, you will need to have a CPR number (Danish social security number) in order to apply.

You can read more about ungdomskort here

Titel	Professional Bachelor's degree in Digital Concept Development
Varighed	1½ år
ECTS point	90
Sprog	English
Steder	Lyngvej 21, 4600 Køge

Zealand

Du har valgt at samle denne brochure med nogle af vores fuldtidsuddannelser og/eller efteruddannelser. Uanset hvad, er du godt på vej til at forme din fremtid med en relevant og praktisk orienteret uddannelse – Velkommen til Zealand!

Vi arbejder tæt sammen med over 1000 virksomheder, som er med til at sparre, udvikle og sikre relevans for dig som studerende. Zealand er til stede på afdelinger i Region Sjælland; Roskilde, Næstved, Køge, Slagelse og Nykøbing Falster - samt en uddannelsesstation i Holbæk.

Fremtids- og erhvervsrettede fuldtidsuddannelser

På Zealand kan du tage vælge mellem 25 videregående fuldtidsuddannelser på erhvervsakademi- og professions-bachelorniveau. Du kan fx læse til Markedsføringsøkonom, Produktions-teknolog, Laborant, Datamatiker eller Bygningskonstruktør.

Vores uddannelser kombinerer teori med praksis, så du er klædt på til virksom-hedernes behov. Du kommer også tæt på virkeligheden igennem de obligatoriske praktikophold - og case-opgaver i tæt samarbejde med regionens virksomheder.

Fleksible efteruddannelser i balance mellem job og familieliv

Vores fleksible efter- og videreuddannelser er tilrettelagt sådan, at du kan forene din karriere, dit familieliv og din livslange kompetenceudvikling i god balance. Du kan tage en hel efteruddannelse eller det modul, der passer dig lige nu på akademi- og diplomniveau. Flere af vores moduler kan du også studere via blended learning og online-undervisning og vi sammensætter også kursusforløb for hele virksomheden. Vi tager altid udgangspunkt i dine konkrete behov. Du skal kunne anvende din ny viden med det samme i dit job.

Zealand   Sjællands Erhvervsakademi