



Marketing Management

- Marketing coordinator
- Sales consultant
- Export sales
- Purchasing assistant
- Information assistant
- Advertising
- Consultant
- Trainee

Are you pursuing an international career within business? Then the AP Degree Programme in Marketing Management would be an excellent choice to kick-start your career goals. The programme qualifies you to start your business career as e.g. a marketing coordinator, a sales consultant, export, sales or purchasing assistant, information assistant, advertising consultant or a trainee.

The programme is a study of international communication and marketing, culture, business economy, analysis and international trade that qualifies you to take on a job within marketing, export, sales, purchasing, logistics, project management, or to launch your own business.

You will have both the academic insight as well as practical experience for being successful and the basis for further advancements to e.g. marketing manager, production manager, sales manager, export manager, purchasing manager, store manager, information manager, or stipendiary exporter.

If you have an innovative spirit and entrepreneurial personality then the programme also might be your way to gain insight and qualifications for starting your own business adventure.

The Marketing Management program gives a very strong academic background for studying for the Bachelor in International Sales and Marketing.

Uddannelsens indhold**Programme courses**

The two-year-program is divided into four semesters, 120 ECTS.

During the first three semesters of the programme the following subjects are offered:

The compulsory subjects are:

- International Marketing and Sales, including statistics
- Economics
- Communication
- Organization, Management and Logistics
- Business Law

Among others, the following optional subjects are offered:

- Managerial Economics
- Theoretical Statistics
- Entrepreneurship

The fourth semester is divided into two parts. During the first part of the semester the student must undertake a 3 months internship developing work experience in a business either in Denmark or abroad. The internship must be passed separately. During the second part, the final exam project (the dissertation), you must prepare your dissertation report based on the work experience from the first part of the semester. The dissertation must be passed separately.

Studieordning

- Exam Appendix - Winter - 2021
- Curriculum - 2020
- Elective course catalogue - 2020
- Curriculum - 2019
- Curriculum - 2016-2018

Adgangskrav

For admission to the AP Degree in Marketing Management the following qualifications are required:

From Denmark and Scandinavia

A general upper secondary education in Denmark/Scandinavia (Upper Secondary School Leaving Examination, Higher Commercial Examination, Higher Technical Examination or Higher Preparatory Examination)

From UK countries and countries with at similar educational system

General Certificate of Secondary Education, GCSE in combination with Advanced level exams: At least two subjects at A-level in combination with 5 GCSE exams.

From other European countries

The equivalent to Upper Secondary School Leaving Examination.

From United States and countries with a similar educational system

High school diploma from the United States

From African countries, India, China and other Asian countries

The equivalent to Upper Secondary School Leaving Examination

From South- and Latin American countries

The equivalent to Upper Secondary School Leaving Examination

International Baccalaureate (IB)

International Baccalaureate Diploma satisfies the minimum requirements for admission to an AP programme. You need the following documentation: Diploma Programme (DP) Course Results *or* IB Certificate with a minimum grade of 3 in all 6 subjects and at least 3 subjects at Higher Level (HL) and IB Diploma with “Diploma Programme Results *or* IB Diploma.

Other international qualifications

European Baccalaureate (EB), Dansk/Fransk Baccalauréat (DFB), Option Internationale de Baccalauréat (OIB), or Dansk-Tysk Studentereksamen (DIAP)

For further details, please check the specific country here: [International qualifications for entry to undergraduate programmes](#)

Mathematics or Business Economics

Programme	Required level
AP Computer Science	Mathematics B-level
AP Commerce Management	Mathematics or Business Economics D-level
AP Marketing Management	Mathematics or Business Economics B-level
AP Service, Hospitality and Tourism Management	Mathematics or Business Economics C-level
AP Multimedia Design and Communication	Mathematics or Business Economics C-level
AP Logistics	Mathematics or Business Economics C-level

B-level	250 hours of 60 minutes
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C-level	125 hours of 60 minutes
D-level	Mathematics from 1st to 10th grade - no specific number of hours
It is only the last three years of your Upper Secondary Education, which are relevant when you calculate the number of hours. Please send an e-mail to apply@zibat.dk and request a verification form to be filled in by your school, if necessary.	

English Proficiency

The applicants must submit one of the following tests to prove their English proficiency:

Test	Score (minimum)
Danish B-level in English	3,0 (average)
IELTS (academic)	6.5
TOEFL iBT (internet based)	83
PTE Academic - Pearson Test of English	58
CPE Cambridge Certificate of Proficiency in English	Grade C
CAE Cambridge Certificate in Advanced English	Grade C
FCE Cambridge First Certificate of English	Grade A
Other official proficiency tests with an equivalent level may be recognised on an individual basis according to the CEFR, Common European Framework	

Test results must not be more than two years old at the time of application.

An applicant may ask for an exemption concerning the English test, if he/she has acquired sufficient English proficiency in other ways, e.g. native speakers, extended work/studies in an English speaking country, the international or the European Baccalaureate.

Selection criteria

Due to the limited number of places available, admissions are allocated in different quotas: Quota 1 and 2. Applicants with non-EU qualifications, will only be considered according to quota 2 as we cannot do an assessment of the grade point average.

Quota 1 admissions are allocated according to the grade point average of an upper secondary education. The grade point averages needed for admission will be published at the end of the admission process each year.

Quota 2 admissions are allocated according to our quota 2 criteria, which you can find [here](#). 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	Academy Profession (AP) degree in Marketing Management
Varighed	2 år
ECTS point	120
Sprog	English
Studiestart	September Februar
Steder	Maglegårdsvej 2, 4000 Roskilde

