## Business-, Marketing- and Leisure Management exchange program

The exchange programme aims to give the student a broad and comprehensive knowledge of theories, methods and practical tools that can contribute to identification, analysis and the solving of challenges and tasks within economics, marketing, organisation, and management in business and organisations. For selected courses a special focus will be on applying the knowledge within the leisure industries.

Our teaching and learning is based on business practice and applied theory. Theory is approached through assignments, cases and problem-based learning, an instructional method that allows you to work in teams to answer questions or solve real-life problems. We also link theoretical knowledge to real-life cases developed in close cooperation with local and global companies. Classroom lectures are a combination of blended learning, company visits, and other activities, including business competitions and special events.

| Availability | Autumn semester 2023 |
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### Course overview

| Course title | Level | ECTS |
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| Digital Marketing | 2nd year/Short Cycle/EQF level 5 | 10 |
| Sales in practice, off & online | 2nd year/Short Cycle/EQF level 5 | 10 |
| Social Media Marketing | 2nd year/First Cycle/EQF level 6 | 5 |
| Entrepreneurial Mindset | 2nd year/First Cycle/EQF level 6 | 5 |
| Outdoor and Nature Experiences | 2nd year/First Cycle/EQF level 6 | 5 |

### Semester / Course Prerequisites

A foreign qualification similar to 1 year of business and/or marketing studies (good knowledge of business and basic knowledge of marketing)

## COURSE DESCRIPTION

| COURSE: - Digital Marketing | 10 ECTS |
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In this course we will be working with the most widespread digital marketing disciplines, in order to give you a thorough understanding of them – and in order to make you ready for your future career in digital marketing.

## Course Content

- Digital- and communication strategy
- Social media advertising
- E-mail marketing
- Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Content marketing & Storytelling
- Personal Branding
- Display banner advertising
- User Experience & Conversion optimization
- Marketing automation
- Goals setting and KPI (key performance indicators)

## Examination form / Assessment

Requirements for participation in the exam:
Student has handed in mandatory elements = a complete portfolio

The exam is a 3-hour individual written exam based on a self-chosen company. The questions will be practical as well as theoretical.
Time of exam: At the end of the course
School books and personal notes are allowed during the written exam. It is not allowed to use the internet. A violation of this will be regarded as cheating.
Re-exam: Attend an oral exam for 30 minutes.

## Learning Outcome

| Knowledge | <ul><li>Latest tendencies within digital marketing</li><li>Understand how digital marketing can be applied in a firm's marketing plan</li><li>Theories about digital marketing</li><li>What's Content Marketing (different types of content like storytelling, blogs etc.)</li><li>How the different social media platforms, such as Facebook, LinkedIn, Twitter, Instagram, YouTube, are used as marketing channels.</li><li>What is banner advertising</li><li>Understanding SEO - including knowledge about relevant tools to use when writing SEO friendly texts</li><li>Understanding SEM - including Google analytics</li><li>Usability and landing pages</li><li>Viral marketing</li></ul> |
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| Skills | <ul><li>To analyse and evaluate strategic options related to the digital marketing strategy</li><li>Writing relevant content for websites, blogs etc.</li><li>To analyse and evaluate how companies use social media for digital marketing</li><li>To apply knowledge about SEO in order to create relevant texts for websites</li><li>To analyse data from Google analytics</li><li>To analyse landing pages and formulating suggestions in regards to website usability</li><li>To apply knowledge about mobile and viral marketing in order to put forward concrete suggestions for companies</li></ul> |
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| Competencies | <ul><li>To analyse, evaluate and suggest concrete digital marketing strategies</li><li>To create relevant content for websites and SoMe channels</li><li>Being able to put forward suggestions about how companies can apply social media platforms in their marketing strategy</li><li>Being able to put forward suggestions about how SEM and SEO should be used as part of the company marketing strategy</li><li>Being able to design an e-mail in Mail Chimp</li><li>Being able to create a blog in WordPress</li><li>Being able to use branding as a tool to make strategic decisions</li></ul> |

| Course: Sales in practice, off & online | 10 ECTS |
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| Sales is one of the most important disciplines in order for you to achieve success in your business. The salesperson must have the right skills and competences to create the right solutions for the customers – and by doing that create good relationships with the customers. This applies to Personal Selling, Social selling and Web. | |
| **Course Content** | |
| The purpose of this elective is to train you in optimizing the return on your sales efforts by providing you with the practical tools and sales techniques that will help you create success as a salesperson.<br>Even if you don't want to use sales in a professional job, you often need to sell messages to others. This applies, for example, at exam, at job interviews or when you communicate with others on a daily basic.<br>Make your own Website in Wordpress (WP)<br>Each student pays themselves app. 200 DKK to gain a domain name and hosting. | |
| **Examination form / Assessment** | |
| Prerequisites for participation at exam:<br>There will be several minor portfolio assignments (individual or group assignments) to be performed during the semester that are mandatory to complete and submit in order to be set for the exam. | |

There is a total of 30 min. per person for the oral exam. We start with a 10-minute power point presentation by the student, then 15 minutes of dialogue, and finally 5 minutes of voting on the grade.

During the semester each student do approximately in total 12 minor written assignments. At exam, the student will draw two random assignments out of the total amount of exercises. The student is expected to start the oral exam by showing the answer to each one of these two exercises in a power point presentation.

## Learning Outcome

| Knowledge | The student will gain knowledge of:<br>• How to run a Sales organization<br>• The changing role of Personal selling<br>• Cultural intelligence at Cross border sales<br>• Social selling online, how to build Social capital<br>• How to make your own Website in WP & Personal Branding |
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| Skills | The student will learn:<br>• Sales Management and different kind of leadership<br>• Concepts, concept development and concept management<br>• Sales psychology, sales training, value proposition, sales pitch<br>• You will be challenged and trained in cross border selling to different countries<br>• How to write posts and articles when creating social capital on different medias |
| Competencies | The student will gain practical experience within:<br>• Which kind of work a sales department do<br>• What is required of a key account sales person<br>• What to prepare for before doing cross border sales<br>• Making your own personal branding on social media<br>• Practical tools for handling offline and online communication |

| COURSE: Social Media Marketing | 5 ECTS |
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Social media, streaming services and search engines have rapidly changed the media behaviour, social life and product demand of companies' target groups and thus created a need for new product development and new forms of external communication.

Just think of the development of online experiences during the Covid-19 pandemic. Driven by necessity, this phenomenon inevitably also served as a positive eye-opener to the potential of social media in the leisure industries.

There are hardly any companies today that do not have some sort of presence in one or more social media. Social media are used for a wide range of purposes, including company communication, branding, press relations, recruitment, customer service and marketing. From our personal lives, most people are familiar with the various social media platforms, but in a

marketing context, the different social media each offer their own set of possibilities and challenges, which a Leisure Manager needs to know.

The Netflix documentary 'The Social Dilemma' caused a stir in 2020, as authentic individuals shared their own personal stories about what goes on behind the scenes at the tech giants (Google, Pinterest, Twitter and Facebook) in Silicon Valley. The documentary provided insight into the possibilities as well as the challenges that social media raise. Data protection laws, consumer protection and the impact of hidden algorithms on public opinion are also topics in this course.

## Course Content

Introduction to the most recent theories and concepts in social media marketing with an emphasis on business cases. We work with the most significant and popular social media platforms. Topics also include the value chain of social media, the different characteristics and dynamics of the individual platforms and strategies for the use of social media.

## Examination form / Assessment

Oral individual or group examination (max. three students) based on a specific case from an organization or company.
External examiner.

## Learning Outcome

| Knowledge | <ul><li>Possesses knowledge of the key concepts and techniques used in social media strategies and how they can be used to optimize and evaluate campaigns.</li><li>Possesses knowledge of the marketing opportunities that social media hold for leisure companies.</li><li>Possesses knowledge of the interaction between social media, platforms and consumer behavior.</li></ul> |
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| Skills | <ul><li>Is able to generate relevant content for social media at an elementary level.</li><li>Is able, as part of a broader marketing strategy, to reflect on the role of social media to organizations and companies in the leisure industries and on the potential of social media as a supplement to traditional marketing activities.</li><li>Is able to assess and critically consider the use and limitations of social media in relation to marketing.</li></ul> |
| Competencies | <ul><li>Is able independently to analyze the need for, plan and maintain activities on social media on behalf of an organization or a company in the leisure industries.</li><li>Is able to set goals for social media campaigns and relate these to the company's general goals.</li><li>Is able to develop a content strategy.</li><li>Is able to develop a social media persona on behalf of a company.</li><li>Is able to incorporate and present strategies for the use of social media in the overall strategies of organizations in the leisure industries, including articulating policies and</li></ul> |

| | guidelines for employee's online behaviour and use of social media. |
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| Course: Entrepreneurial Mindset | 5 ECTS |
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How do you work with innovative business development? How do you start, run and grow a business – and how do you spot new business areas in an already established company? In this course, you will learn to use key theories and concepts within entrepreneurship and intrapreneurship to create profitable and sustainable business solutions.

This means that you will become an attractive player in the job market within the leisure industries which are characterized by many smaller companies, frequent development of new experiences or services, business concepts and a big demand for the entrepreneurial mindset. At the same time, you will gain a solid practice-based knowledge by meeting and working with specific real-life cases.

We are focusing on both entrepreneurship (the start of one's own business) and intrapreneurship (where you as an employee develop the business potentials in an already established company). It is therefore not necessary to have entrepreneurial dreams of starting your own company or a specific business idea to take this course.

## Course Content

The main focus of the course is to give you a basic knowledge of how new business opportunities can be created as well as giving you basic skills in being able to assess concrete business potential.

Furthermore, we focus on tools for idea generation, concept development, assessment of business models as well as description and presentation of new products, services and experiences to different stakeholders.

## Examination form / Assessment

Oral individual or group examination (max. three students) based on a specific case from an organization or company.

External examiner.

## Learning Outcome

| Knowledge | • Possesses knowledge of the concepts of entrepreneurship, intrapreneurship, entrepreneurial and independent culture.<br>• Possesses knowledge of the role of the entrepreneur and intrapreneur, conditions and personal skills.<br>• Possesses knowledge of key theoretical concepts, business models and processes within business development. |
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| Skills | • Is able to collect relevant data to validate a business idea as well as prepare and present these in a relevant way.<br>• Is able to make an analysis of a business idea: Assessment of the foundation for realizing a business idea, including the best possible commercialization form and market potential<br>• Is able to develop a profitable business model. |
| Competencies | • Is able to effectively transform trendspotting into viable commercial solutions. |

| | • Is able to work strategically and methodically with idea generation and product or service development<br>• Is able to sell (pitch) a project or a business idea or new business concept to different target groups in a clear and precise way. |
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## Course: Outdoor and Nature Experiences | 5 ECTS

Outdoor activities are increasingly part of our daily lives and an important source of experiences for both locals and tourists.

Planned nature and outdoor experiences in the overlap between nature, tourism and sport are in demand, and as a Leisure Manager, you are an ideal link between different fields and professions. In order to develop satisfactory outdoor experiences, you need to understand the special requirements that apply when planning something in a nature setting, be able to collaborate with actors in and around nature and know how best to accommodate the participants' wishes and motives.

The course draws on knowledge from nature and outdoor life, local tourism, citizen involvement and green volunteers. The course will include presentations and case-based collaborations with representatives from the field.

## Course Content

The main focus of the course is to provide insights into the perspectives you need to consider when working with nature and outdoor experiences. This includes people's motives for engaging in these experiences, our relationship to nature and the difference between nature as a setting of experiences and as a goal in itself.

During the course, you will be introduced you to the different actors within the field from the public, private and third sectors, including collaboration with local citizens and volunteers.

## Examination form / Assessment

Oral individual or group examination (max. three students) based on a specific case from an organization or company.
External examiner.

## Learning Outcome

| Knowledge | • Possesses basic knowledge of the extent and form of outdoor life and nature activities in Denmark and the other Nordic countries.<br>• Possesses knowledge of how to plan nature and outdoor experiences that accommodate individual motives.<br>• Possesses knowledge of which considerations and accommodations to include when planning nature experiences. |
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| Skills | • Is able to apply knowledge of inclusion and motivation when planning nature experiences.<br>• Is able to base planning on knowledge of relevant trends and target groups.<br>• Is able to collaborate with citizens and volunteers to create nature and outdoor experiences. |
| Competencies | • Is able to navigate in the field with knowledge of the many different actors (public, private and third sectors) and |

|  | professions operating within this area and their approaches to working with nature experiences and outdoor life. |
|  | • Is able to assess the value of nature and outdoor experiences in relation to nature as the end and/or means in the experience design. |
|  | • Is able to draw on specific experiences from cases and personal experiences in the development of new initiatives. |