

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. Selected courses can include 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 2024

Course overview

Course title	Level	ECTS
Digital Marketing	2nd year/Short Cycle/EQF level 5	10
Sales in practice, off & online	2nd year/Short Cycle/EQF level 5	10
Video Content & Storytelling	3rd year/First Cycle/EQF level 6	10

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

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 test: None

The structure and content of the test: The exam is a 3 hours individual written exam based on a self-chosen company. The questions will be practical as well as theoretical.

Formal requirements:

Length: 5-6 pages (1 page = 2400 characters) excl. front page

Hand in: Upload as PDF on Wiseflow

Personal notes and books are permissible to use

Internet access is not permissible and will be regarded as cheating. You are only allowed to visit the company's website and its' SM platforms. A violation of this will be regarded as cheating.

Assessment criteria:

The student will be graded according to the Danish 7-scale grading system.

Time of exam:

The exam is expected to take place in early June.

Re-exam

The student must attend an oral exam for 30 minutes – and will be examined in full curriculum.

Learning Outcome

Knowledge

- Latest tendencies within digital marketing
- Understand how digital marketing can be applied in a firm's marketing plan

	<ul style="list-style-type: none"> • Theories about digital marketing • What's Content Marketing (different types of content like storytelling, blogs etc.) • How the different social media platforms, such as Facebook, LinkedIn, Twitter, Instagram, YouTube, are used as marketing channels. • What is banner advertising • Understanding SEO - including knowledge about relevant tools to use when writing SEO friendly texts • Understanding SEM - including Google analytics • Usability and landing pages • Viral marketing
Skills	<ul style="list-style-type: none"> • To analyse and evaluate strategic options related to the digital marketing strategy • Writing relevant content for websites, blogs etc. • To analyse and evaluate how companies use social media for digital marketing • To apply knowledge about SEO in order to create relevant texts for websites • To analyse data from Google analytics • To analyse landing pages and formulating suggestions in regards to website usability • To apply knowledge about mobile and viral marketing in order to put forward concrete suggestions for companies
Competencies	<ul style="list-style-type: none"> • To analyse, evaluate and suggest concrete digital marketing strategies • To create relevant content for websites and SoMe channels • Being able to put forward suggestions about how companies can apply social media platforms in their marketing strategy • Being able to put forward suggestions about how SEM and SEO should be used as part of the company marketing strategy • Being able to design an e-mail in Mail Chimp • Being able to create a blog in WordPress • Being able to use branding as a tool to make strategic decisions

Course: Sales in practice, off & online	10 ECTS
<p>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.</p>	
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.

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.

Make your own Website in Wordpress (WP)

Each student pays themselves app. 200 DKK to gain a domain name and hosting.

Examination form / Assessment

Prerequisites for participation at exam:

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.

Oral 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.

This elective consists of three main subjects. During the semester you have done different exercises within each one of these 3 main subjects. At exam, the student will draw one random exercise within each one of two of these main subjects. 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.

Assessment criteria:

The student will be graded according to the Danish 7-scale grading system.

Time of exam:

By the end of the elective course (expected early June).

Re-exam

Same as the ordinary exam.

Learning Outcome

Knowledge

The student will gain knowledge of:

- How to run a Sales organization
- The changing role of Personal selling
- Cultural intelligence at Cross border sales
- Social selling online, how to build Social capital
- How to make your own Website in WP & Personal Branding

Skills

The student will learn:

- Sales Management and different kind of leadership
- Concepts, concept development and concept management
- Sales psychology, sales training, value proposition, sales pitch
- You will be challenged and trained in cross border selling to different countries
- How to write posts and articles when creating social capital on different medias

Competencies	<p>The student will gain practical experience within:</p> <ul style="list-style-type: none"> • Which kind of work a sales department do • What is required of a key account sales person • What to prepare for before doing cross border sales • Making your own personal branding on social media • Practical tools for handling offline and online communication
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COURSE: Video Content & Storytelling		10 ECTS
<p>Video Content Creation is primarily a practice-based elective, where students will go through the process of making videos for a specific case company. Based on theory from content marketing and film theory, students gain competencies to ensure the quality of video content for companies.</p>		
Course Content		
<p>This elective course prepares students for an industry that seeks candidates who:</p> <ul style="list-style-type: none"> • can design a video content strategy for a specific company with the relevant and accurate video types and distribution methods for different platforms (website, newsletters and social media) • can manage idea generation and storyboard for upcoming video projects for a company and can develop narratives that engage its audience • have sufficient insight and experience with the video recording process and editing process in video software (preferably Adobe Premiere) so that they can act as a bridge between a company and a professional video production company.. 		
Examination form / Assessment		
<p>Oral individual or group examination (max. three students) based on a specific case from an organization or company. External examiner.</p>		
Learning Outcome		
Knowledge	<p>The student will gain knowledge of:</p> <ul style="list-style-type: none"> • the latest trends and tendencies within the theory of video marketing and content marketing • how to apply narrative theory and storytelling to capture an audience's attention in a noisy digital space • how the above theories can be applied in accordance with a company's brand, overall strategy, and digital marketing plan • how key ingredients for effective video content can vary across different platforms. 	
Skills	<p>The student will learn:</p> <ul style="list-style-type: none"> • to record video that is comfortable for the viewer based on film theory • optimize a company's use of video marketing in many creative ways to match the best practice of storytelling 	

	<ul style="list-style-type: none">• analyze and understand the target audience of a company and specify successful content for that specific target group
Competencies	<p>The student will be able to:</p> <ul style="list-style-type: none">• analyze a company's brand, overall strategy, and digital marketing plan, and then develop creative and effective video content that can enhance the company's online presence - as well as improve the customer journey for the optimal buyer persona.• plan, record, edit and post video content on an advanced level and assess how to customize the video content to make it work for separate online platforms.