

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 2025

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
Effective Management of Change Processes	2nd year/Short Cycle/EQF level 5	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

The course focus on skills in handling marketing tools within the area of digital marketing. Understanding the strategic and tactical implication of digitalization of marketing will be included in the course as well as working with “hands-on” marketing tools.

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

Prerequisites for participation at exam:

None

Formal Requirements

None

Assessment criteria:

The exam is a 3 hours individual written exam based on a self-chosen company. The questions will be practical as well as theoretical.

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.

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

Time of exam:

By the end of the elective course (expected December/early January).

Re-exam

Attend an oral exam of 30 minutes including grading and feedback.

Learning Outcome

Knowledge

- Latest tendencies within digital marketing
- Understand how digital marketing can be applied in a firm’s marketing plan
- Theories about digital marketing
- What’s Content Marketing (different types of content like storytelling, blogs etc.)

	<ul style="list-style-type: none"> • 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	
<p>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.</p>	

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.

Formal Requirements

None

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 December/early January).

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
- How to write to the internet (Guidelines on how to do that)
- Graphic Design Essentials (Design, Fonts, Composition)
- SoMe: Social selling online (hands on, how to do it in practice)
- Website: How to make your own Website in WP (hands on)

Skills

The student will learn:

- Sales Management and different kind of leadership
- Sales psychology, sales training, value proposition, sales pitch
- You will be challenged and trained in cross border selling
- SoMe: How to write Organic post online
- SoMe: How to make Paid adds online

	<ul style="list-style-type: none"> Website: How to make your own website in WP(WordPress)
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 SoMe: Make your own FB, company site SoMe: Make your own organic post + paid add online) Website: Make your own website and personal branding online.

COURSE: Effective Management of Change Processes	10 ECTS
<p>Are you considering how to make a difference in your future career within international sales and marketing management? This course provides you with the tools needed to navigate a constantly changing business environment.</p>	
Course Content	
<p>In Effective Management of Change Processes, you will learn step by step how to develop and implement change initiatives. You will gain insight into how to minimize resistance to change within organizations—an essential skill to ensure a smooth transition to new ways of working.</p> <p>We begin with an overview of the development of organizational theory and explore how to apply this knowledge in a dynamic world. You will gain in-depth knowledge of:</p> <ul style="list-style-type: none"> Organizational structures and division of labour Organizational culture and perspectives on human behaviour Leadership styles and motivation <p>Additionally, you will learn about useful tools to tackle challenges such as new customer segments, international markets, and innovation. We will dive into well-known models such as John P. Kotter’s change model, Kurt Lewin’s model, Galbraith’s STAR model, and many more. These “classics” in change management will serve as your guides when creating value in your organization.</p> <p>Through practical discussions and group exercises, we will address real-world workplace dilemmas and find solutions together. This course is not just theory; it is your opportunity to apply what you learn in a hands-on context.</p> <p>By the end of this course, you will be ready to contribute with innovative ideas, motivation, and effective leadership of change processes. It is an investment in both your career and the companies you will work for.</p>	
Examination form / Assessment	
<p>Prerequisites for Participation in the Exam: None.</p> <p>Exam Structure and Content: The exam is an individual oral examination lasting 30 minutes. Students must, in groups of 3-4, submit an 8-page written report summarizing how the course theories and models can be applied in practice within a company chosen by the group. This written assignment must be submitted before the exam.</p>	

The exam begins with a 5-minute presentation by the student (potentially using PowerPoint) on a self-selected topic from the mandatory 8-page group report. This is followed by an 18-minute dialogue, and finally, 7 minutes of grading and feedback for the student.

Formal Requirements:
None.

Assessment Criteria:
Internal assessment based on the 7-point grading scale. The evaluation is based on the written 8-page group report summarizing key concepts from the course. This report is a prerequisite for taking the exam. The final grade is awarded based on both the written report and the oral examination, assessed as a holistic evaluation.

Timing:
By the end of the elective course (expected December/early January)

Re-exam and Make-up Exam:
Conducted in the same manner as the regular exam. Individual students have the option to revise their written report, but this is not a requirement..

Learning Outcome

Knowledge

- The student will acquire:
- Knowledge of change management and organizational theory, including how these two fields interact and contribute to creating a competitive workplace with a strong work environment.
 - Knowledge and understanding of how this field is applied in different types of organizations—large and small, public and private.

Skills

- The student will be able to:
- Utilize elements from organizational theory and change management to solve practical challenges.
 - Apply knowledge of change management to collaborate effectively with internal and external stakeholders to create success for the company.

Competencies

- The student will be able to:
- Identify and reflect on their own need for continued learning within change management and organizational theory, with the aim of optimizing their practical application.
 - Engage in and contribute professionally to the analysis of the current situation, collaboration, and leadership of change projects in practice.