

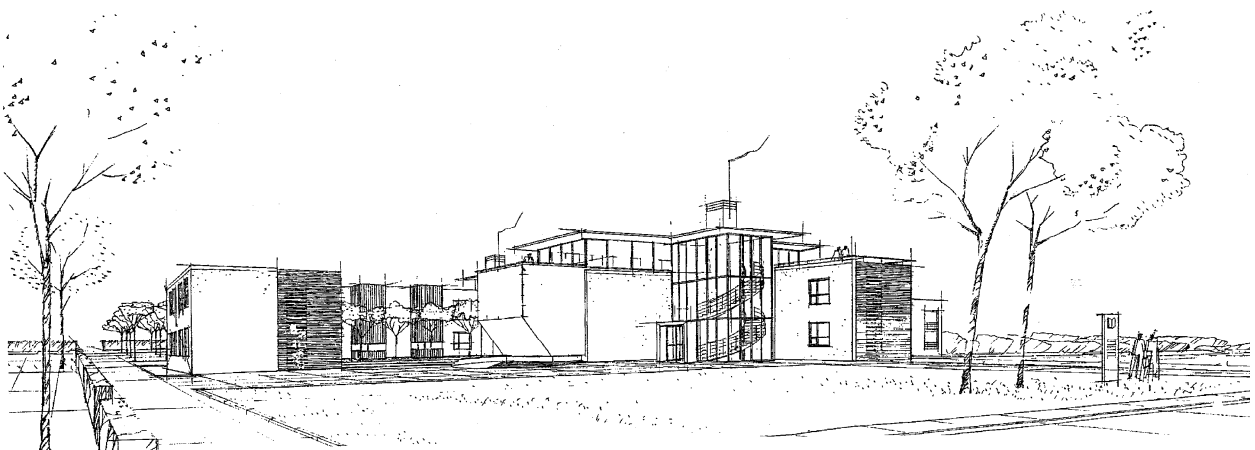


DANISH ACADEMY OF  
BUSINESS AND TECHNOLOGY

# AP Programme in Marketing Management

[www.dbam.dk](http://www.dbam.dk)

**Information for Erasmus students  
Randers campus  
2010-2011**



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## About the Academy

Dania - Danish Academy of Business and Technology is a modern higher education centre, located in the city of Randers on the East Coast of Jutland.

Dania was established on 1 January 2009. The Randers Campus (formerly known as The Danish Business Academy Minerva) dates back to 1989 and has a long-standing tradition for developing and offering higher education programs in areas such as:

- International Marketing and Export
- Tourism and Hotel Management
- Market Communication and Multimedia

### Excellent facilities

Dania's Randers Campus is located in new and modern buildings on the southern edge of the city of Randers. The Campus offers excellent study facilities to its 500 students, including the latest IT equipment and 24-hour access to the IT centre.



## Living in Randers

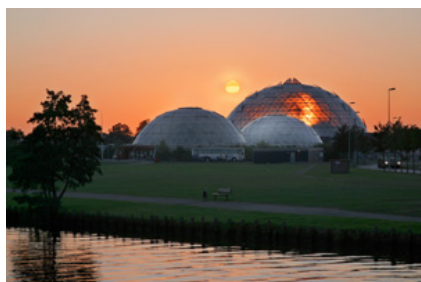


The greater Randers area has some 93,000 inhabitants, making Randers the seventh-largest city in Denmark.

The city of Randers is big enough to have all the facilities an international student could want, but small enough to have retained its friendly atmosphere and is cheaper to live in than other major Danish cities.

Randers is well situated in terms of access to the rest of Denmark, just 35 kilometres from Denmark's second-largest city Århus and about 4 hours by train from Copenhagen, the nation's capital. Århus Airport is only 50 km away from the Academy.

See our homepage for more information  
[www.dbam.dk](http://www.dbam.dk)



## Conditions for Erasmus students

- Guest students must attend all subjects of any given semester enrolled into. This is due to our multidisciplinary and group-work oriented approach to teaching. All absence from classes is registered (this is also the case for our full-time students).
- All exams, tests and projects of the semester(s) enrolled into **must** be taken.
- Erasmus students **cannot** enrol into the 4<sup>th</sup> semester because this semester consists of a traineeship and the writing of the final exam project.

## Teaching methods

Dania highly values project and group work, and we often use a multi-disciplinary approach to teaching. To students from some countries, these methods take some time to get used to.

As mentioned above these features are also very much present in our system of testing and examining.

The teaching is very discussion-oriented, i.e. the main aim of the lectures is not to repeat textbook facts, but rather to use textbook theories on case examples.

This, and the fact that most Erasmus students are not used to being taught in English, mean that most students that are in their 2<sup>nd</sup> or 3<sup>rd</sup> year at their home institution will still get ample challenges in our 1<sup>st</sup> or 2<sup>nd</sup> semester classes.

## Important dates

### Semester dates 2010-2011

1<sup>st</sup> semester: 1 September – 14 January

2<sup>nd</sup> semester: 17 January – 1 July

3<sup>rd</sup> semester: 16 August – 14 January

### Holidays 2010-2011

Autumn: 18 – 22 October

Christmas: 23 December – 1 January

Winter: 14 – 18 February

Easter: 18 April – 25 April

Other: 20 May (Prayer Day)

2 June (Ascension Day)

13 June (Whitsun)

# Semester contents, tests, projects and exams

## 1<sup>st</sup> semester: 1 September – 14 January

Subjects	ECTS
<b>International marketing and sales</b> Strategic analysis of the company and the surrounding world Introductory statistics	<b>10</b>
<b>Economics</b> Company analysis Micro economics	<b>5</b>
<b>Communication, organization and Management</b> Communication Organisational Structure Making and analyzing the supply chain	<b>10</b>
<b>Business Law</b> Sources of law Contract Law Security of Credit The company's legal conditions	<b>5</b>
<b>Total ECTS</b>	<b>30</b>

### Exams and tests 1<sup>st</sup> semester:

Multidisciplinary test in International Marketing and Sales, Economics, Communication, Organisation and Logistics as well as Business Law (first internal test)*	January Written
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\*1<sup>st</sup> internal exam: 4 x 3 hour written multidisciplinary exams = 1 overall grade

Please note that apart from the above exams/tests, there will also be a number of compulsory assignments in various subjects.

**Erasmus students are obliged to take all tests and exams.**

### Project 1: The company's strategic situation and methodology

This group project is based on a process with the purpose of training methodology in making written projects as well as getting used to working with the project tool: CUBUS. The project focuses on the semester's theme, which is the company's strategic situation, primarily incorporating the subjects; Communication, Organisation and management, and Economics. You have a week without lessons to make the project, with tutoring both before and during the project week.

The project is presented as a group based oral presentation by using the semester's techniques. During the presentation the student must document independence, cooperation skills, and innovation. The presentation is followed by an individual oral test based on the project and will include the curriculum from the two subjects on the semester.

The assessment of the project is passed/not passed – but an indicative grade is given for the project. Projects that fail must be improved. The 7 grade scale will be used in grading the oral presentation.

## 2<sup>nd</sup> semester: 17 January – 1 July

Subjects	ECTS
<b>International marketing and sales</b> Market analysis Growth strategy Market selection and penetration strategy	<b>10</b>
<b>Economics</b> Investment and finance Descriptive economics and trade theory	<b>5</b>
<b>Communication, organization and management</b> Managing the supply chain Culture analysis Innovation	<b>5</b>
<b>Business Law</b> Damages outside contract Danish and international rules of buying and selling goods Security of credit	<b>5</b>
<b>Market Communication</b>	<b>5</b>
<b>Total ECTS</b>	<b>30</b>

### Exams and tests 2<sup>nd</sup> semester:

Multidisciplinary project examination in International Marketing and Sales, Economics, Communication, Organisation and Logistics as well as Business Law (first external examination)*	June Oral Project examination
Test in Market Communication (second internal examination)	June Written or oral

\*Cross disciplinary project exam in International Marketing and sales, Economics, Communication, Organisation and leadership and Business law.

Please note that apart from the above exams/tests, there will also be a number of compulsory assignments in various subjects.

### Erasmus students are obliged to take all tests and exams.

#### Project 2: Making strategies, market analysis and business law

This group project is based on a process with the purpose of working with market analysis on factual problems on Danish or international markets. Included is a Business Law element. The students have a week off from lessons to make the project with tutoring both before and during the project week.

Testing is a presentation, including justification and opposition. The assessment of the project is passed/not passed – but an indicative grade is given for the project. Projects that fail must be improved.

### 3<sup>rd</sup> semester: 16 August 2010 – 14 January 2011

Subjects	ECTS
<b>International marketing and sales</b> Strategic marketing Sales and negotiation	<b>10</b>
<b>Economics</b> Macro economics Budgeting and optimizing parameters	<b>10</b>
<b>Communication, organization and Management</b> Organizational development Sales and project management	<b>5</b>
<b>Media production</b>	<b>5</b>
<b>Total ECTS</b>	<b>30</b>

#### Exams and tests 3rd semester:

International Marketing and Sales (second external examination)	Dec./Jan. Oral
Economics (third external examination)	Dec./Jan. Written
Communication, Organisation and Logistics (third internal examination)	Dec./Jan. Oral based on projects
Test in Media Production (fourth internal examination)	Dec./Jan. Written/oral

Please note that apart from the above exams/tests, there will also be a number of compulsory assignments in various subjects.

**Erasmus students are obliged to take all tests and exams.**

#### **Project 3: Project in planning, implementation and implementing strategies**

This group project is based on a process with the purpose of working with planning, implementation and strategy implementation of a marketing strategy on factual problems in Denmark or internationally. Also the project includes elements from the students' specialisation subjects. The students have a week off from lessons to make the project with tutoring both before and during the project week.

The project is presented as a group based oral presentation by using the semester's techniques. During the presentation the student must document independence, cooperation skills, and innovation. The presentation is followed by an individual presentation based on the project and must include elements from the semester's curriculum in Marketing and sales as well as the specialisation subject.

The assessment of the project is passed/not passed – but an indicative grade is given for the project. Projects that fail must be improved. The 7 grade scale will be used in grading the individual oral presentation.

## Indicative descriptions of modules

<b>1<sup>st</sup> Semester</b>		
<b>Subject</b>	<b>Contents</b>	
<b>International marketing and sales</b>	Marketing concepts and notions The company's strategic platform The company's stakeholders The company's micro- and macro surroundings Descriptive Statistics, confidence intervals and hypothesis tests	10 ECTS
<b>Economics</b>	The basis of the company's profits and use of resources, incl. break-even analyses Assessment of costs based on activities Company analysis Market conditions , yield and demand Price formation on the commodity market under various types of competition	5 ECTS
<b>Communication, organization and Management</b>	analysis and assessment of company structures analysis and assessment of the supply chains types of communication and strategies	10 ECTS
<b>Business Law</b>	Sources of law and legal procedure and the hierarchical composition of courts Formation of contract including contract basis and validity/invalidity, Power of attorney, insurance and consumer contracts The company's legal marketing relations, including marketing law Competition law and intangibles The company's legal relations, including types of companies Employees Act and holidays Company breakdown and liquidation	5

<b>2<sup>nd</sup> Semester</b>		
<b>Subject</b>	<b>Contents</b>	
<b>International marketing and sales</b>	Market analysis Segmentation, selection of target groups and positioning Growth strategies Internationalisation	10 ECTS
<b>Economics</b>	Fundamental investment theory Fundamental financing and choice among types of financing Trade theory and political intervention Descriptive economy	5 ECTS
<b>Communication, organization and Management</b>	Culture analysis Innovation The company's central values	5 ECTS
<b>Business Law</b>	Damages outside of contract, inclusive of damages conditions, employer's responsibility and product responsibility. National and international rules on buying and selling goods and services, inclusive of choice of venue and choice of applicable law. Rules on security of credit, inclusive of guarantee and rules on mortgage, security, lien and collateral, liabilities and real estate.	5
<b>Market Communication</b>	Language code and discourse Argumentation analysis Rhetoric tools and strategies The notion of news Media convergence The company's visual strategy The design elements that make up the company's visual identity, including design & layout, colours, pictures and graphics Various communication strategies as the starting point for market communication Basic market communicative elements (e.g. advertising, press release, direct mail) and journalistic genres (e.g. article, portrait, feature) The communicative characteristics and usefulness of various media Storytelling Ethical communication	5 ECTS

<b>3<sup>rd</sup> Semester</b>		
<b>Subject</b>	<b>Contents</b>	
<b>International marketing and sales</b>	Design brief The Marketing plan Use of action parameters Marketing and sales budgeting Sales strategies Negotiation	10 ECTS
<b>Economics</b>	Fundamental price optimization Budgeting and budgeting models Income formation models Market trend theory (prosperity and recession) Unemployment and inflation Monetary policy and currency policy Fiscal policies Labour market forces in relation to salary	10 ECTS
<b>Communication, organization and Management</b>	Project management and project leadership Sales Organisational development	5 ECTS
<b>Media Production</b>	Key processes, concepts and issues in printed and networked media production from idea to finished product. Planning production in accordance with the workflow in the graphics industry. Technical terms of typography. Trade terminology associated with electronic processing of images and graphics. The significance of visual identity in corporate promotion and branding.	5 ECTS