

AP Degree in Marketing Management

If you see yourself working within international business or in international organisations this AP Degree is the right choice for you. You can work as:

- ◆ Marketing coordinator
- ◆ Sales supporter
- ◆ PR worker
- ◆ Advertising consultant
- ◆ Export sales representative
- ◆ Area sales manager

The Market Economist Programme is taught in English and corresponds to 120 ECTS points. The programme is divided into **4 semesters**, each of which has an overall theme:

The business and its networks
(1st semester)

The market and its needs
(2nd semester)

Planning and implementation of marketing campaigns (3rd semester)

Work placement in a company in Denmark or abroad and **main assignment** (4th semester). See the full curriculum at our homepage

At Mercantec you can choose **Logistics** and or **Business German** as your electives in the 3rd and 4th semesters. Read more at:

www.mercantec.dk

Top up to a Bachelor's Degree
1 year at one of our Danish or international partners
And get a truly international education

AP Degree Finance Management

If you are looking for a job in:

- ◆ financial consultancy e.g. in a bank
- ◆ a mortgage credit institution
- ◆ an insurance company
- ◆ the finance department of a large private enterprise

Structure

1st semester: Introduction to finance and methodology

- Fundamental subjects
- The financial sector and financial products

2nd semester: The financial sector and society

- Financial counselling of personal customers

3rd semester: Financial counselling of business/corporate customers

- Financial enterprises

with the following mandatory subjects:

Financial Enterprises and Markets
Personal Finance
Customer/Client Relations
Corporate Finance
Management and Communications
Global Economics
Business Law
Statistics

4th semester: Specialisation and final exam project

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IT and Electronics Engineer

The IT and Electronics Engineering Higher Educational Programme qualifies the candidate for a professional position as manager of or participant in projects related to product development, planning, and the operation of systems in the fields of computer technology and electronics in the private as well as the public sector.

The IT and Electronics Engineer is a two-year full-time AP Degree programme qualifying for key functions

As an IT and Electronics Engineer you are qualified to work with modern technology both as a tool and as a product within the areas of:

- development and construction of electronics
- sale and technical support within IT and electronics
- planning and management within production techniques and tests
- purchasing of IT and electronics
- advisory and consulting services within the IT sector

Structure of the programme

The IT and Electronics Engineering Programme is an academy profession degree programme of two years' duration, made up of four semesters and corresponding to a total of 120 ECTS.

The programme is divided into:

- **A common part**, consisting of compulsory elements common to both lines of study

- **Two compulsory lines of study**, each consisting of compulsory elements relevant to the selected line of study Each line of study also comprises optional elements, a practical training period and a final examination project.

All 3 programmes are taught in English

The City of Viborg



www.viborg.dk

Viborg is an old medieval city in the middle of Jutland and is now the capital of the Mid Jutland Region. The town is famous for football, handball, basketball and many other sports. The business college is in close collaboration with the sports academy, so if you are interested in sport, Viborg is the place for you.

Admission

Europe: Gymnasium/Bacclaireate with medium level in English and Mathematics

African countries, Bangladesh, India, Pakistan, Philippines and countries with similar educational system:

At least 2 years of study in relevant subjects from universities. We recommend a bachelor degree.

English

International students must have taken an internationally approved English test.

- TOEFL paper-based test score of 550+ or TOEFL computer-based test score of 213+
- IELTS academic score of 6.0+
- a total APIEL score of 3+.
- Danish students must have at least level B.

Mathematics/Economics

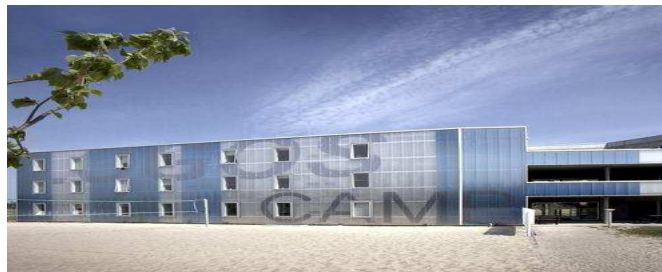
- Danish students must have at least level B.
- International students must hold a certificate proving adequate qualifications.

CAMPUS VIBORG

The new Campus Viborg building will be ready for semester start 2010 and is a modern building containing all modern facilities. Dania Mercantec will share this building with the hospital nurse education, the Kindergarden teacher education and in the next building the world famous Animation Workshop has its premises. All educations have international students, and a student house for international students will be in ready in an old building a few meters away. Because our institutions are not large by the standards of western Universities, you will benefit from a much more supportive and personalised environment than you might get elsewhere. You will also be studying side by side with students from other European countries.

A place to stay in Viborg

When you get approved as a student with us you will get a room in Viborg— Most international students get a room at camp logos just opposite the new Campus Viborg building. Prices from appr. 280 €/month. All rooms are fully furnished and contain bathroom and a mini kitchen.



Tuition fees Free for EU citizens!

Tuition Fee per year for non EU citizens: € 7.800

Deadline:

NON EU : 15 March

EU: 5th July

Contact

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ERHVERVSAKADEMI DANIA

**The Danish Academy for
Business and Technology
Mercantec
Viborg
Denmark**



Offers

3 AP Degrees for ambitious students:

- ◆ **Marketing Management**
- ◆ **Finance Management**
- ◆ **IT and Electronic Engineer**

**Get a really international
education at a brand new college!**