

SPECIALISATIONS

**Dania - Academy of Higher Education
Viborg**

AP Degree in Marketing Management



2015

Content

Table of Content

- 1 Specialisation Descriptions.....3
 - 1.1 Promotion (20 ECTS)3
 - 1.2 Development (20 ECTS).....5
 - 1.3 Executive (20 ECTS)7

1 Specialisation Descriptions

The mandatory tests in the selected specialisations must be passed before the student can take the leaving examination of the fourth semester.

1.1 Promotion (20 ECTS)

Content:

- Internal/external business communication
- Campaign planning
- Graphic design
- Development of communication solutions
- Media selection
- Implementation and evaluation of communication efforts

Learning objectives:

The student shall have knowledge of:

- Branding / corporate branding
- The connection between internal and external communication
- Content marketing
- Engagement theory including Gamification
- SEO – search engine optimization
- Traditional medias – TV, radio, outdoor, print
- Digital medias
- Media strategy
- Campaign strategy and plan
- Internal and external data sources
- Pilot test of promotion

The student shall have skills in:

- Engage initial sales and long term relational sales
- Do situational analysis – internal and external
- Do the basics related to product branding
- Assess and use new promotional trends (guerilla marketing, content marketing, affiliate marketing)
- Develop basic graphic design outputs
- Use different tools to creative thinking
- Do basic online marketing
- Write Copywriting and create journalistic texts
- Evaluate communication efforts
- Do Project planning
- Be able to identify USP (unique selling proposition) - differentiation
- Identify target groups handle segmentation
- Do a sales pitch
- Incorporate internal communication when doing an external campaign
- Select relevant key performance indicators
- Incorporate social media – Facebook, Snapchat, Instagram, blogs in communication efforts
- Use online analytics tools (for example Google Analytics)

The student shall acquire competencies to:

- Do research related to sales
- Create design brief – company situation (positioning/competition), mission, vision, target group
- Create a campaign strategy including possible internal communication strategies
- Plan a campaign using project management tools
- Create a realistic budget
- Develop strategic content - message, graphics, text etc.
- Develop a media plan (traditional and online media genres) with integrated marketing as foundation
- Present the promotional solution to the customer
- Monitoring and evaluating a campaign
- Independently acquire new knowledge in the field

Examination:

Oral examination based on a written assignment.

In collaboration with a business or organization the students must present a campaign strategy focusing on a specific communication goal. The students must present the campaign as a sales pitch for the exam. It is a requirement that the students present their suggestions followed by a specific communication output (print, web page, social media, TV, Radio, cinema etc).

Before the exam the students must send an agenda for the meeting/exam (that will be conducted as a sales pitch situation) – one agenda sent to the teacher and one agenda sent to the business/organization the students has suggested the communication for.

Group examination total: 45 min.

Student presentation: 20 min.

1.2 Development (20 ECTS)

Content:

- The "Development" specialization focuses on business developing on emerging markets, and mature markets in Europe.
- The focus is on fundraising/financing, internationalization, culture, business development and growth.
- During the specialization, the student will develop an entrepreneurial mindset useful in both new business ventures and taking existing business to the next level. Develop insights into own strengths and weakness, and work structured with those. Develop on collaboration skills.
- During the semester a study trip to and research on a key market is an integrated element.
- *Offered in English only*

Learning objectives:

The student shall have knowledge of:

- Sources of funding for entrepreneurs, international expansion, NGO's
- Public sources of business support
- Contracts (vendor, supplier, exchange rates etc.)
- Various methods of business plan developments
- OLI internationalization model/eclectic models
- International Trade Law (intellectual property, insurance, incoterms and CISG)
- Real options theory
- International auditing and compliance
- Models for managing R&D activities
- National and international cultural values and differences
- Industry and business culture
- Developed, emerging and frontier markets

The student shall have skills in:

- ROI calculation for actual investments
- Conducting a structured analysis the companies processes and work flow (Business model canvas)
- Drafting partnership programs (distributions & suppliers)
- Practical organizational development
- Cross cultural management
- Selecting relevant growth strategies
- Crafting a business plan for a specific business venture
- Budgeting for entrepreneurs (requirements from banks)
- Evaluating contracts
- Choosing relevant idea generation methods
- Performing a deep industry analysis (collection of primary data)
- Activity based methodology
- Evaluating current credits and capital controls
- Performing Risk analysis'
- Choosing relevant Key Performance Indicators (KPI)
- Assessing cultural differences, nationally and internationally, and opportunities and limitations of culture in international cooperation

The student shall acquire competencies to:

- Analyze the company's competencies
- Identify opportunities for the company's business development
- Practical project management skills
- Use English in a business context
- Establish relationship with international partners of a company

- Work professionally with external companies
- Use primary research as a tool for creating recommendations
- Do risk assessment when doing international business
- Assess and recommend a business opportunity for the company in a long perspective
- Price products in foreign markets
- Create a sales pitch for a specific business venture/concept to relevant stakeholders
- Reflect on one's own personal development

Examination:

In collaboration with a business or organization, the students must present a business development strategy & plan focusing on a specific market and goal.

The students must present the plan as a sales pitch at the exam. There will be one of 3 potential "stakeholders" present at the exam that the student is to present to.

Before the exam the students must send 3 potential agendas for the meeting/exam (that will be conducted as a sales pitch situation)

Group examination total: 45 min.

Student presentation: 20 min.

1.3 Executive (20 ECTS)

Content:

- Statistics, 5 ECTS
- Economics, 5 ECTS
- Law, 5 ECTS
- Big Data Analytics 2,5 ECTS
 - o Opportunities and challenges of Big Data
 - o BI systems
- Management 2,5 ECTS
 - o Organizational Development
 - o Management Theories
 - o Change Management
 - o Compliance, CSR and Code of Conduct

Learning objectives:

The student shall have knowledge of:

- Descriptive statistics and probability theory
- Stochastic variables and probability distributions
- Scaling
- Regression analysis
- Variance analysis
- Possibilities and challenges of big data
- Different BI systems
- Relationship between the sourcing and production factors and production of goods and services
- The influence of different market structures on the parameter activity
- The classical cost distribution systems as well as activity-based cost systems (ABC costing)
- Conducting ordinary cost and profitability calculations in the short/long run
- Choice of investment opportunities before and after taxes
- Economical optimum lifetime and time for replacement in connection with investments
- Listing of investment calculations as basis for the choice of strategic alternatives with a long-term timeframe
- The significance of the financing concept for the choice of solutions
- Difference between Management and Leadership and their implications
- Theories on organizational development and methods for the implementation of organizational development
- Change management on different organizational levels including knowledge of management tasks, the role of a manager and possible conflicts in a change situation
- Resistance to change
- Different change models and strategies
- Acquire insight in employment rules under the laws, collective agreements, individual agreements and practices.
- Gain basic knowledge of what "Big Data" is, including sources of data ownership and what Big Data can be used to

The student shall have skills in:

- Calculating and interpreting different measurements of central tendency and variation
- Making probability calculations for stochastic variables/probability distributions
- Listing, conducting and analyzing a regression model with one or more explanatory variables, including a dummy variable
- Big data as a growth factor in business (both private + public sector?)
- Handling, selection and statistical treatment of data acquired through BI systems
- Applying core cost concepts related to making decisions

- Optimizing the parameter action based on cost and marketing conditions
- Optimizing the sale on a market with price sensitivity and a market with constant sales price
- Conducting sensitivity analyses in connection with investment considerations
- Conducting calculations of capital requirements and payment flows as basis of a listing of investment calculations both for fixed and current assets
- Conducting calculations of the effective interest rates of various loans and credits before and after taxes
- Justify the choice of funding concepts including debt and equity used in connection with investments in fixed and current assets
- Introducing and communicating financial solutions
- Include and assess the value of important players' experiences in e.g. organizational development
- Communicate ideas, suggestions and projects for organizational development
- Assess the need for change including the internal and external framework conditions
- Assess the challenges in a change situation including different reactions from employees
- Using different change models and strategies and their implication
- The ability to apply labor law to recruitment, during employment or upon termination of employment
- Assess business legal problems in relation to the rules of commercial use of Big Data

The student shall acquire competencies to:

- Independently interpret a regression model with one or more explanatory variables for a specific market and sales-related problem
- Assess specific probability calculations in connection with market and sales-related problems
- Assess descriptive statistics of market and sales-related problems
- Using smart big data, analytics and metrics to make better decisions and improve performance
- Increasing customer profitability through predictive modeling of likely consumer purchasing patterns
- Presentation of data and making forecasts from data through analyses
- Independently assess economic consequences of planned marketing activities
- Independently identify and analyze investment and finance opportunities qualitatively and economically as regards specific planning assignments
- Analyze and assess the consequences of different activities and changes of the organization and the implication for employees
- Using different management models to implement change
- Assess the development process and direction of the organization as well as the significance of organizational development
- Support both managers and employees in matters relating to employee conditions
- Independently acquire new knowledge in the field
- Apply and disseminate existing knowledge within the organization about the rules for commercial use of Big Data

Examination:

Statistics, economics and Law are tested according to common national standard see the programmes curriculum.

"Big Data" and "Management" are tested in a 4 hour written exam.