

Marketing Management 1st semester

Programme:

AP Degree Programme in Marketing Management

Semester:

1st semester of the programme.

Pre-requisites:

Upper secondary and basic business/marketing

Availability:

Autumn Semester, (end August – January)

Spring Semester, (end January –June)

Programme information for exchange (Learning Agreement):

For a detailed course description kindly refer to the programme curriculum found under programme information on <http://zibat.dk/curriculums-ordinary-programmes/>

Semester overview:

	<i>Study Programme at the Receiving Institution</i>			
	Planned period of the mobility: from [month/year] to [month/year]			
Before the mobility		Component/course title (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits
	MEC1	International Marketing (Mandatory)	Autumn/Spring	13

	MEC1	Sales and Marketing Communication (Mandatory)	Autumn/Spring	2
	MEC1	Economics (Mandatory)	Autumn/Spring	5
	MEC1	Organisation and Supply Chain Management (Mandatory)	Autumn/Spring	8
	MEC1	Business law (Mandatory)	Autumn/Spring	2
				Total: 30 ECTS
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p>http://zibat.dk/curriculums-ordinary-programmes/</p>				

Semester and Course Description:

The full semester only offers a fixed and mandatory curriculum. No elective courses are available.

Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Course Component Description (Key elements in the course)	Available Semester	Number of ECTS credits
MEC 1	International Marketing (Mandatory)	<p>The student will gain knowledge and understanding about:</p> <ul style="list-style-type: none"> • different types of business models and concepts - offline and online. • theories and models about the company's value creation • various marketing analysis methods - including desk and field research. • relevant theories and models concerning the company's external situation • different types of markets and their impact on efficiency • sales cycle stages, challenges and opportunities 	Spring/Autumn	13

		<ul style="list-style-type: none"> • 		
MEC 1	Sales and Marketing Communication (Mandatory)	<ul style="list-style-type: none"> • marketing communication theory and models • sales phases and sales processes salesmanship and sales psychology • cultural theory and analysis 	Spring/Autumn	2
MEC 1	Economics (Mandatory)	<ul style="list-style-type: none"> • the company's accounting matters, including the Annual Report and the financial reporting forms, as well as additional reports • the company's revenue base and costs, including fixed costs and variable costs • how the company's competencies originate and develop through many different activities, functions, processes, relationships, etc. • economic analysis tools to assess the company's internal economic situation • the company's market conditions including micro- and macroeconomic conditions affecting the company's business decisions. • population development, the labour market and income 	Spring/Autumn	5
MEC 1	Organisation and Supply Chain Management (Mandatory)	<ul style="list-style-type: none"> • concepts and theories of supply chain structure • theory of innovation, sources of innovation and the innovative organisation • concepts and theories in organisational structure and organisational culture • concepts, theories and practical problems within team cooperation and methods for project management and control • cultural theories and models • cultural values and cultural behaviour, including cultural barriers • trend analysis 	Spring/Autumn	8
MEC 1	Business law (Mandatory)	<ul style="list-style-type: none"> • legal methods, information retrieval and legal sources including their interrelationship hierarchy • rules for the formation of contracts, including digital contracts, intermediaries and invalidity 	Spring/Autumn	2

		<ul style="list-style-type: none">• basic liability conditions, employer liability, the Product Liability Act and product liability developed through case law• company forms, including liability		
				TOTAL: 30 ECTS