

# Marketing Management 2nd semester

**Programme:**

AP Degree Programme in Marketing Management

**Semester:**

2<sup>nd</sup> emester of the programme.

**Pre-requisites:**

A foreign qualification similar to 1 year of business and/or marketing studies (good knowledge of business and basic knowledge of 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>			
	<b>Planned period of the mobility: from [month/year] ..... to [month/year] .....</b>			
<b>Before the mobility</b>		<b>Component/course title</b> (as indicated in the course catalogue)	<b>Semester</b> [e.g. autumn/spring; term]	<b>Number of ECTS credits</b>
	MEC2	<b>International Marketing</b> (Mandatory)	<b>Autumn/Spring</b>	<b>7</b>

	MEC2	<b>Sales and Marketing Communication</b> (Mandatory)	<b>Autumn/Spring</b>	<b>8</b>
	MEC2	<b>Economics</b> (Mandatory)	<b>Autumn/Spring</b>	<b>10</b>
	MEC2	<b>Organisation and Supply Chain Management</b> (Mandatory)	<b>Autumn/Spring</b>	<b>2</b>
	MEC2	<b>Business law</b> (Mandatory)	<b>Autumn/Spring</b>	<b>3</b>
				<b>Total: 30 ECTS</b>
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p><a href="http://zibat.dk/curriculums-ordinary-programmes/">http://zibat.dk/curriculums-ordinary-programmes/</a></p>				

### Semester and Course Description:

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

<b>Component code</b> (if any)	<b>Component title at the Receiving Institution</b> (as indicated in the course catalogue)	<b>Course Component Description</b>	<b>Available Semester</b>	<b>Number of ECTS credits</b>
<b>MEC 2</b>	<b>International Marketing</b> (Mandatory)	<ul style="list-style-type: none"> <li>• the company's parameter mix, for both service and manufacturing companies</li> <li>• service marketing</li> <li>• the content and application of the marketing plan - online and offline</li> <li>• marketing and sales budgets</li> <li>• basic parameter optimisation for a product in one market</li> <li>• pricing strategies and pricing methods</li> <li>• the company's parameter mix on the B2B market</li> <li>• basic parameter optimisation for a product in one market</li> </ul>	Spring/Autumn	<b>7</b>

		<ul style="list-style-type: none"> <li>•</li> </ul>		
<b>MEC 2</b>	<b>Sales and Marketing Communication</b> (Mandatory)	<ul style="list-style-type: none"> <li>• the company's market communication and marketing objectives in a national and international perspective</li> <li>• the impact of the marketing mix on market communication</li> <li>• various media platforms/genre - offline and online</li> <li>• effect measurements</li> <li>• the content and application of the marketing plan - online and offline</li> <li>• sales strategies B2B - online and offline</li> <li>• knowledge of relational types and SCM collaboration</li> <li>•</li> </ul>	Spring/Autumn	<b>8</b>
<b>MEC 2</b>	<b>Economics</b> (Mandatory)	<ul style="list-style-type: none"> <li>• the budget's impact on the management of a company's economy and basic budget control</li> <li>• price formation for the consumer and producer market the price and income elasticity in connection with the pricing of a product</li> <li>• marketing and sales budgets</li> <li>• the budget's impact on the management of a company's economy</li> <li>• basic budget control</li> <li>• the price and income elasticity in connection with the pricing of a product</li> <li>• price formation for the consumer and producer market including producer and consumer surplus</li> <li>•</li> </ul>	Spring/Autumn	<b>10</b>
<b>MEC 2</b>	<b>Organisation and Supply Chain Management</b> (Mandatory)	<ul style="list-style-type: none"> <li>• CRM - systems for managing customer relationships</li> <li>• various sales and negotiation theories and strategies</li> <li>• various negotiation theories and models</li> <li>• personal sales - identification of customer needs</li> <li>• sales psychology - different types of customers</li> </ul>	Spring/Autumn	<b>2</b>

<b>MEC 2</b>	<b>Business law (Mandatory)</b>	<ul style="list-style-type: none"> <li>• regulations for marketing, including e-commerce and trademark protection</li> <li>• sale of goods</li> <li>• rules for the collection and processing of personal data in relation to customers</li> </ul>	Spring/Autumn	<b>3</b>
				<b>TOTAL:30 ECTS</b>