

Marketing Management 3rd semester

Programme:

AP Degree Programme in Marketing Management

Semester:

3rd semester 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>		
	Planned period of the mobility: from [month/year] to [month/year]		
Before the mobility	Component code	Component/course title (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]
			Number of ECTS credits

	MEC2	International Marketing (Mandatory)	Autumn/Spring	5
	MEC2	Economics (Mandatory)	Autumn/Spring	5
	MEC 2	Elective (select one out of three electives available – and subject to availability)	Autumn/Spring	20
				Total: 30 ECTS
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p>http://zibat.dk/curriculum-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	Available Semester	Number of ECTS credits
MEC 2	International Marketing (Mandatory)	<ul style="list-style-type: none"> • different growth strategies • internationalisation theories, market selection, as well as establishment forms • international parameter strategies • terminology concerning the programme's compulsory element subjects • classical and recent commerce theories • the development of international trade and knowledge of the most important international organisations • • cyclical theory 	Spring/Autumn	5

		<p>And have skills regarding:</p> <ul style="list-style-type: none"> propose possible solutions for the company's internationalisation, including market screening, market selection and entry strategies into international markets interventions on export markets 		
MEC 2	Economics (Mandatory)	<p>Know and have skills regarding:</p> <ul style="list-style-type: none"> correlation between growth and investment investment theory and methods financing options including equity as well as debt capital causes of inflation and the consequences of these exchange-rate formation use international parameter strategies assess and establish prerequisites for investment and make calculations as a basis for investment decisions set relevant multi-period cash flows, based on, for example, estimated budgets of planned marketing initiatives Assess and compare the measures envisaged based on a calculation of the net present value, internal rate of return and sensitivity. Calculate and evaluate effective interest rates describe and analyse the main national economic indicators for the purpose of export market assessment analyse and assess the impact of trade policy 	Spring/Autumn	5
MEC 2	Electives	<p>Elective group 1: (Statistics, Economics, Law, Methodology)</p> <ul style="list-style-type: none"> Probability theory Random variables and probability distributions Regression analysis <ul style="list-style-type: none"> Analysis of variance 	Spring/Autumn	20 Choose one of the three

		<ul style="list-style-type: none"> • Extended legal methods • Extended agreement and intermediary law • Extended national commercial law • International commercial law • Extended tort law • Credit agreements and claims • Tax law • The basis of and the extended understanding of cost structures, cost estimates and choices between various alternatives including alternative expenses • The basis of and extended understanding of investment decisions with associated sensitivity analysis/break-even analysis before and after tax • The basis of an extended understanding of financing forms and types, including leasing and criteria for comparison and choices both before and after tax • A review of scientific paradigms and their consequences for the choice of methods and what it ultimately means for the analysis and assessment of data • Understanding of the central methodological approach within the disciplines of business economics • An overview of how information is gathered and how a research process should be • Systematization of the approach to produce knowledge • Understanding and command of the academic challenges encountered in modern society • The use of theory and models in problem identification and solving within the framework of business and marketing <p>Elective group 2: Internalization:</p>		<p>elective groups.</p> <p>Please note that the elective groups are subject to availability</p>
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		<ul style="list-style-type: none"> • Search Engine Optimization (SEO) & Search Engine Marketing (SEM) • Display banner advertising • Social media • Personal Branding • Content marketing & Storytelling • E-mail marketing • Blogging • Digital marketing and the regulations • Understanding the Social Psychology of Brands • Emotion and Brands • The Symbolic Meaning of Brands • Cultural Meaning Systems and Brands • Brand Equity • Building Brands through Marketing Communication • Measuring Brand Performance and Equity • Symbolic brands • Low-involvement brands • Brands, Innovation and High Technology • Brand Stretching and Retrenching 		
				TOTAL:30 ECTS