



Curriculum Part 3

Marketing Management

Elective programme elements autumn 2019

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1. Scope of the curriculum part 3, electives catalogue

This description of the elective programme elements applies to students on the Marketing Management programme who need to choose an elective element for autumn 2019.

As described in the institutional part, you must have passed all exams on the first and second semester or you will not be allowed to do any elective exams.

We also refer to the exam rules for the programme and for Business Academy Aarhus, which are found on Study Update.

2. Elective programme elements

The purpose of the elective elements on the 3rd semester is to offer students the opportunity of an individual study profile with academic immersion within the programme's subject area. The elective elements are taken as a series of elective subjects. The electives are planned by the individual academy offering the programme.

Students may also follow elective elements as subjects at other academies provided that they pay for their own transportation, overnight accommodation, etc.

If there are less than 12 registered for an elective course, the Academy can choose not to offer the subject. With fewer than 15 students, the number of lessons can be reduced.

The Academy also reserves the right to cap the number of participants in an elective programme element as well as restrict the amount of classes within a given subject. Therefore, we cannot guarantee that each student will get their 1st priority.

All the elective element exams have an internal co-examiner.

3. Taking electives

On the Marketing Management programme, in the third semester, students must study elective elements worth a total of 20 ECTS credits.

You can take your electives in various ways, although you must always complete 20 ECTS.

You can take your electives according to the following "packages":

- Business Economics (7.5 ECTS)
Statistics (7.5 ECTS)
E-mail marketing (5 ECTS) *or* Entrepreneurship (5 ECTS) *or* Summer School (5 ECTS).
- SEO (7.5 ECTS)
Procurement & Logistics (7.5 ECTS)
E-mail marketing (5 ECTS) *or* Entrepreneurship (5 ECTS) *or* Summer School (5 ECTS).
- Operational Advertising (7.5 ECTS)
Procurement & Logistics (7.5 ECTS)
E-mail marketing (5 ECTS) *or* Entrepreneurship (5 ECTS) *or* Summer School (5 ECTS).

- SEO (7.5 ECTS)
Operational Advertising (7.5 ECTS)
E-mail marketing (5 ECTS) *or* Entrepreneurship (5 ECTS) *or* Summer School (5 ECTS).

4. Completion of exams, as well as illness and re-exams

4.1 Completion of exams

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations, they will appear in the individual exam descriptions. Furthermore, we refer to the specific exam descriptions for each exam, which are found on Study Update under 3rd semester.

Exam not passed

If a student is given less than the mark 02 at an exam, it is a fail and one exam attempt will have been used.

Project/written answers not handed in

If a student does not hand in their exam project or a written report, one exam attempt will have been used.

Not participated in the exam/oral examination

If a student hands in their exam project/written answers, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible and the student will be examined in the previously handed in project.

4.2 Illness and re-examinations

Information on the time and place of illness and re-exams are available in the exam calendar on Study Update; this might be the same as the next regular exam. The student is responsible for finding out when the illness and re-exams take place.

Illness exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (illness) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented with a medical certificate. The Academy must receive the medical certificate no later than three working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student bears the cost of the medical certificate. Requirements for the medical certificate can be found on the website under 'Worth knowing about exams'.

Re-examination

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered for the next scheduled exam, and the re-examination will be held no later than the middle of the next

semester. The re-examination may be the same as the next regular exam.

The programme may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

5. Electives of 7.5 ECTS

5.1 Statistics

Weight: 7.5 ECTS

If the student wants to take further studies at another university, the student is responsible for finding out which requirements the university in question requires, as this can vary between programmes and universities. In order to meet the requirements from Aarhus University, we offer elective courses in statistics and business economics.

IMPORTANT: If you are you planning to study abroad for the 3rd semester, be aware that you will not be able to take statistics and business economics at the Academy and during your Marketing Management programme.

Content:

- Probability theory
- Stochastic variables and probability distributions
- Regression analysis
- Analysis of variance

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- Descriptive statistics and probability theory
- Stochastic variables and probability distributions
- Scaling
- Regression analysis
- Analysis of variance.

Skills

The student will get the skills to:

- calculate and interpret the various objectives for central tendencies and variability
- make probability calculations for random variables/probability distributions
- formulate, implement and analyse a regression model with one or more explanatory variables, including dummy variables

Competencies

The student will learn to:

- independently interpret a regression model with one or more explanatory variables for a specific marketing and sales issue
- assess specific probability calculations in connection with marketing and sales issues
- assess the descriptive statistics of the marketing and sales issues.

Exam form and organisation

The subject ends with a written 4-hour individual exam. Written aids are allowed. Use of internet is not allowed.

Assessment criteria

The assessment criteria for the exam are the same as the learning objectives for the elective element - statistics. The subject ends with a written 4-hour exam with aids and assistance. A mark is given according to the 7-point scale.

Illness and re-examinations

If the exam is not passed, the student must go to a re-exam. The re-exam has the same exam form as the ordinary exam.

5.2 Business Economics

Weight: 7.5 ECTS

If the student wants to take further studies at another university, the student is responsible for finding out which requirements the university in question requires, as this can vary between programmes and universities. In order to meet the requirements from Aarhus University, we offer elective courses in statistics and business economics.

IMPORTANT: If you are you planning to study abroad for the 3rd semester, be aware that you will not be able to take statistics and business economics at the Academy and during your Marketing Management programme.

Content:

- 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 and extended understanding of financing forms and types including leasing and criteria for comparison and choices both before and after tax
- The basis of the understanding of optimisation problems

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- drawing up of common expenses and profitability calculations for the short and long term
- the classic cost accounting systems as well as activity-based cost systems (Activity Based Costing)
- correlations between efforts of production factors and the production of goods and services (LP model)
- investments in connection with the choice between several investment opportunities, both from a before and after tax point of view
- economically optimal service life and replacement time in connection with investments
- the establishment of the investment calculations, as a basis for the selection of alternative courses of action with a longer time horizon
- the significance of the form of financing for the choice of the proposed solution
- how the company's supplementary reports can be used as a management tool
- the use of the budget as a management tool with help from financial control
- how to do a simple price optimisation
- how price differentiation opportunities affect the price on the domestic and export markets

Skills

The student will get the skills to:

- be able to use Excel as a tool for versatile economic analyses
- be able to use central expense concepts that are related to decision making
- be able to analyse how the 'descriptions' (the drivers) for an activity based cost allocation system (Activity Based Costing) can be determined

- optimise parameter efforts based on cost and marketing matters (LP)
- conduct sensitivity analyses in connection with investment considerations
- be able to make capital requirement calculations and payment flows as the basis for establishing investment calculations for both the fixed and the current assets
- be able to perform calculations on a variety of loans and creditors' effective interest rates, before and after tax
- be able to justify the choice of financing forms including the use of equity and borrowed capital in connection with investments in fixed and current assets
- be able to present and disseminate economic solutions
- be able to use the balanced scorecard as a management tool
- be able to perform calculations with simple price optimisation problems
- be able to do price optimisation calculations using different competition forms
- be able to do price optimisation calculations with the possibility of exporting at a fixed price
- be able to do price optimisation calculations with the possibility of exporting with a declining pricing context

Competencies

The student will learn to:

- independently develop smaller analyses in Excel spreadsheet models
- independently be able to assess the economic implications of planned marketing activities
- independently establish profitability through the use of a business area
- prepare budget/accounts based on the Activity Based Costing system (ABC)
- independently identify and analyse investment and financing opportunities qualitatively and economically in comparison to concrete planning tasks
- independently be able to find the optimal price under different competition forms and on various markets (domestic and export markets)

Exam form and organisation

The subject ends with a written 4-hour individual exam. Written aids are allowed. Use of internet is not allowed.

Assessment criteria

The assessment criteria for the exam are the same as the learning objectives for the elective element - business economics. A mark is given according to the 7-point scale.

Illness and re-examinations

If the exam is not passed, the student must go to a re-exam. The re-exam has the same exam form as the ordinary exam.

5.3 Procurement & Logistics

Weight: 7.5 ECTS

Objective:

The aim of the course is to help the student obtain the competencies to undertake core functions related to procurement and logistics across branches.

Knowledge and understanding

The student will gain knowledge and understanding about:

- a purchasing agent's roles and tasks in both manufacturing and retail companies
- inventory management and methods for establishing inventory needs
- methods to determine order sizes and ordering methods
- production management and interaction with procurement in manufacturing companies, including methods to determine the optimal batch size
- MRP and parts list
- Sales and Operations Planning (SOP)

- range management and sales follow-up in retail businesses using data analysis
- category management
- relationships and the importance of relationships for cooperation with other members in the supply chain, including cooperation models
- choices between 'make or buy'

Skills

The student will get the skills to:

- use key methods to analyse purchases in both production and retail companies
- calculate the optimal order quantity on the basis of the company's orders and warehouse costs as well as sales and purchase prices
- calculate the optimal reorder point
- calculate the need for emergency stocks on the basis of service degree requirements, suppliers' delivery times and standard deviations in the company's sales forecasts
- calculate the optimal series size in manufacturing companies
- use part lists and calculate gross and net requirements for materials in production companies, as well as calculate lead times, free and total time reserves and note the critical routes in a production process
- analyse and assess the Sales and Operations Planning in a company
- manage the assortment of a retail business based on analysis of sales data
- Apply category management in procurement
- apply methods to analyse relationships and determine which relationship types are appropriate in given situations
- apply methods to analyse the pros and cons of outsourcing, insourcing and offshoring respectively

Competencies

The student will learn to:

- apply the selected analyses to solve issues and tasks related to procurement and logistics
- relate to and reflect on the use and implementation of the proposals for solutions in practice

Exam form and organisation

The subject is completed with a 30-minute individual oral exam with 60-minutes preparation time. On the exam day, the student will draw a case with associated questions. The student will then have 60 minutes preparation to read the case and to prepare for an oral defence of questions from the case study. The student will then be examined in subject's learning objectives based on the case study. Therefore, during the exam, the student can get questions covering additional learning objectives and not just those covered in the case. Examination time is 30 minutes, including assessment. All aids are permitted during preparation. NOTE: For the examination students are only allowed to bring handwritten notes prepared during the preparation time.

Assessment

The assessment criteria for the exam are the same as the learning objectives for the elective element - Procurement and Logistics. A mark is given according to the 7-point scale on the basis of the oral examination.

Illness and re-examinations

If the exam is not passed, the student must go to a re-exam. The re-exam has the same exam form as the ordinary exam.

5.4 Operational advertising

Weight: 7.5 ECTS

Content

With the subject *Operational Advertising* you have the possibility to gain experience with and understanding of what it is like to work at or cooperate with an advertising agency.

The vision is that the subject will help shaping you to become the future project manager / consultant, who excels in the field between the advertising agency and the company. You will work from the perspective of the agency and acquire the competences within the various phases of the campaign planning and the result of the work will be a presentation on a concrete campaign for a client.

Learning objectives

Knowledge and understanding

The student will gain knowledge and understanding about:

- various types of agencies and internal agency roles in an agency
- an agency's business model, settlement of accounts and time management
- agency workflows and campaign process
- the various types of briefing, their form and content
- how to pitch your campaign proposal
- brand understanding, including how it can stand out
- target group understanding, including insights
- market understanding, including category
- creative concept development – methods and critical appraisal
- message types and copy writing
- the integrated campaign – including campaign flows
- brand building, including story telling and ambient marketing

Skills

The student will get the skills to:

- be able to evaluate and select the right agency for future cooperation
- prepare, implement and manage client meetings for the purpose of forming a briefing and pitch a campaign proposal
- collect and use target group insights
- be able to use and create basic campaign planning
- analyse and evaluate the basis of a campaign strategy
- analyse and evaluate creative concept development
- develop and assess messages and texts for advertising
- be able to assess and choose the appropriate media and create campaign flows
- to prepare concrete proposals for the design of selected media.

Competencies

The student will learn to:

- effectively participate in and control a campaign process
- be able to participate in the preparation of campaigns
- be able to participate in the development of effective tactical campaigns
- be able to handle the planning and implementation of an integrated campaign

Exam form and organisation

The exam in operational advertising consists of a *continuous assessment activity* and an *individual oral exam*, which examines the learning objectives for the course.

Continuous assessment activity:

The continuous assessment activity consists of a case proposal, prepared in groups of 4-6 students, based on a communicative problem for a selected company. The case proposal must be made as a presentation (Power Point or similar) of max. 50 slides (excluding appendices). The case proposal must meet the formalities and must be submitted correctly and in a timely manner – see information on this on Study Update. The student must also participate in an oral group presentation of the case proposal for lecturers and the company if possible.

Individual oral exam:

The individual oral examination will be based on a video case, which will be drawn by the student at the exam. The duration of the exam will be 30 minutes including assessment, and there is no preparation time.

Time placement

The continuous assessment activity is held during the 3rd semester. The date of handing in as well as the presentation date will be announced on Study Update.

The oral exam finishes the elective element. The date of the exam will be announced in the exam calendar on Study Update.

Assessment

The assessment criteria for the exam are the same as the learning objectives for the elective element - operational advertising.

The result of the continuous assessment activity is included in the assessment and counts 30 % of the overall grades. The individual oral exam counts 70 % of the overall grade.

One overall grade is given for the subject, according to the 7-point scale. The two separate grades and the weighted grade will appear on the diplomas. The grade is rounded up if the average is between two grades. This does not apply if the weighted grade is below 2.00

Completion of the exam

The student has one attempt to pass the continuous assessment activity.

Failure to hand in the case proposal, handing in a case proposal without real content or non-attendance at the presentation will mean that the student will be awarded a -3 for the assignment. If the student has documented absence due to illness, maternity leave and leave, a new attempt is awarded.

Illness and re-examinations

If the exam is not passed, the student must go to a re-exam. The re-exam consists of a new oral, individual exam as described above.

5.5 Search Engine Optimization (SEO)

Weight: 7.5 ECTS

Contents and objectives

For anyone looking to work with on-line marketing this course will provide you with a solid platform. Part 1 focuses mostly on the technical parts whereas part 2 is more creative. Basically, this subject concerns computer data but there is room for the binary nerds as well as creative souls.

To many companies, search engine optimization – or SEO for short – is a large source of income. As a result of this employees who are able to generate added visibility in search engines are in high demand. This subject provides you with the skills to manage and develop websites and thereby make money for the company.

The subject consists of two parts:

Part 1 teaches you the technological basics that will enable you to work your way around Google. To begin with you will learn keyword analysis and how to use keywords for a website. We will then focus on the more technical components of the algorithm/analysis Google uses to determine which websites to be displayed as a result of a Google organic search. You will also learn about placing position 0 and Google MyBusiness.

Part 2 will teach you about link building, which makes other websites link to a your website.

This part builds on knowledge about good content and PR. Part 2 offers lots of room for creativity.

You will also get a detailed introduction to various tools.

The subject has a practical bias and ideally you should have a website to use for your exercises during the course.

Course contents

- Keyword analysis
- Onpage optimization
- Crawl budget
- Google Search Console
- Technical SEO
- Understanding links
- Link building
- Structured Snippets
- Understanding the Google algorithm
- Mobile SEO

The student will acquire competencies at a technical level that will allow immediate use as a professional. With this in mind, the student will be able to analyse the various aspects of SEO and develop execution strategies accordingly.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- Core SEO concept
- Core primary and secondary data collection methods in relation to the work involved in SEO
- User Signals, link building and the technical insight into high Google ranking

Skills

The student will get the skills to:

- Apply digital marketing concepts, models and theories with a view to being able to evaluate the on-line sales potential via organic search traffic
- Apply core methods and tools associated with the practices of this field
- Set up KPIs for the company's digital strategy
- Use web statistics and process data to deduct the consequences of the marketing measures
- Build links using different approaches

Competencies

The student will learn to:

- Independently analyse, organise and carry out work associated with digital marketing
- Handle development of a digital strategy based on the company's situation and drawing on relevant stakeholders

Exam form and organisation

The subject is completed with a 30-minute individual oral exam with 30-minutes preparation time. On the exam day, the student will draw a case with associated questions. The student will then have 30 minutes preparation to read the case and to prepare for an oral defence of questions from the case study. The student will then be examined in subject's learning objectives based on the case study. Therefore, during the exam, the student can get questions covering additional learning objectives and not just those covered in the case. Examination time is 30 minutes, including assessment. All aids are permitted during preparation. Communication during preparation is not allowed.

Assessment

The assessment criteria for the exam are the same as the learning objectives for the elective element – Search Engine optimization. A mark is given according to the 7-point scale, based on the oral exam.

Illness and re-examinations

If the exam is not passed, the student must go to a re-exam. The re-exam has the same exam form as the ordinary exam.

6. 5 ECTS electives

6.1 Entrepreneurship

Weight: 5 ECTS

NOTE: The subject Entrepreneurship must be chosen if you want to take your internship in your own company.

Content

Do you dream of starting your own business or do you want to be the innovative employee in an existing company? In this subject, you will focus on developing ideas and commercialising them. You will work in company groups, which together you must develop, validate and pitch a company idea and a relevant business plan. You may already have an idea but otherwise you will be introduced to tools that enable you to develop ideas based on your knowledge of marketing and economics.

The teaching is carried out by experienced lecturers who have worked with entrepreneurship personally and are also theoretically grounded concerning what is necessary to start your own company.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- innovation and the use of innovation in practice
- development of ideas as the basis for the establishment of a company
- the establishment process for a new company
- company models and business planning
- how to start your own company
- how to create a company and manage processes in the company
- how to get risk capital for the financing of the company's first difficult phases
- how to pitch their ideas to investors and partners
- the importance of entrepreneurship and intrapreneurship and the self-employed culture nationally and internationally
- what it takes to do an internship in their own company

Skills

The student will get the skills to:

- work with innovation
- explain the characteristics of entrepreneurship today
- create ideas and evaluate the ideas' commercial sustainability
- identify and determine financing needs and opportunities
- develop and validate a company idea and business plan
- pitch/sell an idea to an investor or partner through training and participation in idea competitions
- start a company from an idea

Competencies

The student will learn to:

- understand and act on innovation
- develop, present and evaluate a business idea
- based on company idea, prepare, present and evaluate a business plan
- start a company

Exam form and organisation

The exam consists of an oral exam, which is based on a written assignment.

The assignment is a business plan which is prepared in groups of max 3 students. The business plan must be max 15 pages (31 500 characters) excluding appendices. The business plan must be handed-in approximately 7 days before the oral exam. The date of the hand-in will be provided on Study Update. The business plan must be presented and defended at an individual, oral exam. The duration of the exam is 30 minutes per student, including assessment. For the exam, the student must prepare a presentation of max 10 minutes. This is followed by an examination of the student for about 20 minutes.

Assessment

The assessment criteria for the exam are the same as the learning objectives for the elective element - Entrepreneurship. An individual mark according to the 7-point scale is given.

The mark is given based on both the business plan and the oral, individual performance.

Prerequisites to take the exam

In order to take the exam, it is a prerequisite that the student has handed in a business plan for the company, which is a part of the exam and assessment criteria. The business plan must comply with the formalities and be handed in properly and on time – more information about this on Study Update is not allowed to take the oral exam and will have used one exam attempt.

Illness and re-examinations

If the exam is not passed, the student must go to a re-exam. The re-exam has the same exam form as the ordinary exam. A new business plan must be handed in. This can either be a revised version of the original business plan for the same company and product, or a new company and/or product. The basis for the re-exam and whether it should be a new or revised business plan depends on an academic assessment and will be communicated to the student by the lecturer.

6.2 E-mail Marketing

Weight: 5 ECTS

This elective will provide the student with a basic understanding of concepts, models and tools used for e-mail marketing in order that the student understands the challenges facing a company and options available when using this medium. This will enable the student to analyse, structure and carry out a wide range of relevant tasks within this field on their own – from a technical and a creative perspective.

The student will gain insight into how to set up and expand their e-mail list and how to use it for effective and targeted sales efforts and marketing.

In other words, the course prepares the student to work professionally with e-mail marketing.

Contents

- Building up an e-mail list
- E-mail marketing strategies
- Options available for targeted marketing using e-mails
- Producing targeted content
- E-mail marketing and customer loyalty
- Mailchimp
- E-mail automation

- Testing e-mail campaigns
- Impact measurement and evaluation of e-mail marketing
- Legal aspects of permission marketing

The objective of this subject is to enable the student to be able to independently analyse, structure and carry out e-mail marketing in practice.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- Core concepts of e-mail marketing
- E-mail marketing strategy
- The marketing content of an e-mail
- Technical options with e-mail platforms
- Relevant legal aspects of e-mail marketing

Skills

The student will acquire the skills to:

- Produce relevant content for e-mail marketing purposes
- Build up an e-mail list
- Carry out targeted e-mail marketing
- Set up and manage e-mail automation
- Carry out testing and impact measurement of e-mailing
- Using e-mail marketing software

Competencies

The student will learn to:

- Independently analyse, structure and carry out work associated with e-mail marketing
- Manage and adapt e-mail marketing relative to the company's overall digital marketing process

Exam form and organisation

The course is rounded off by a 4-hour written exam with aids.

Assessment criteria

The assessment criteria for the exam are the same as the learning objectives for the elective element - E-mail Marketing. The course is rounded off by a 4-hour written exam with aids. A mark will be given according to the 7-point grading scale.

Re-examination

Failure to pass the exam means that the student must sit the exam again. The re-exam will take the same format as the ordinary exam.

6.3 International Summer Schools

Weight: 5 ECTS

Placement: During the summer holidays before the start of the 3rd semester

Content

The purpose of an international summer school is to acquire the skills to engage in multicultural teams in an academic context. The subjects in each summer school vary, though each stay includes innovation, and the students must solve a big assignment in cooperation with local students. Read more about summer schools on Study Update – Go Abroad.

Students who choose ‘summer school’ as an elective element in the 3rd semester will be informed of their final options and conditions before 1 March 2019.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- a different culture
- how the specific country works - politically, culturally and economically
- economic issues in that country
- a selected industry or specific subject area
- cultural theory and business culture.

Skills

The student will get the skills to:

- work with interdisciplinary and cross-cultural approaches
- do project work in a multicultural environment
- understand English business language
- acquire new theoretical knowledge of cultural theory and business culture.

Competencies

The student will learn to:

- work cross-culturally in a different and challenging environment
- present and sell ideas
- participate in international work
- work together with different people – both academically and culturally
- be part of situations which they are not accustomed to
- use new knowledge concerning a foreign culture and market.

Exam form and organisation

The form of the examination depends on the summer school. The students are examined in connection with the summer school.

Assessment criteria

One mark is given for the examination at the summer school according to the Danish 7-point scale.

Illness and re-examinations

Depends on the summer school.