



CURRICULUM
for
**Bachelor's Degree in International Sales and
Marketing**

Part III: Immersion line

Commencement 21 August 2017

Valid for admissions from 20 January 2017



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This curriculum is part of the national and institutional curriculum and they must be used together. The national part of the curriculum is the same for all academies that offer this programme, while this part of the curriculum (the institutional part) is specific to Business Academy Aarhus.



1. Immersion line

Content

As part of the local subject elements, more immersion lines are offered on the programme's 2nd semester:

- Strategic marketing and advertising
- Project sales and project management.
- Purchasing and negotiation

However, students admitted on 20 January 2017 will be offered the immersion line: Sales and project management.

Learning objectives for immersion line

The immersion line is described with the learning objectives within knowledge, skills and competencies in the following sections.

ECTS weight

The subject element immersion line is weighted 10 ECTS credits.

1.1. Strategic marketing and advertising - 10 ECTS

Content

The student will be able to, through strategic planning, to assess and develop presentations for relevant and creative advertisements, primarily targeted at the B2C market. The subject will provide insight into the various types of advertising campaigns, including communication strategies, media and effects (for example, tone-of-voice and appeal forms) and will cover the entire advertising campaign process from background analysis to final execution. Finally, we will look at how the campaign's impact can be measured.

Learning objectives: Strategic marketing and advertising

Knowledge

The student will gain knowledge and understanding about:

- the key methods of strategic marketing with focus on the B2C market
- the basic approaches for creating consumer insights, including insight into the consumer's motivation, opinion-making and brand relationships



- functions of consumer insight as a strategic foundation for the development of concepts and creative work
- various media and communication effects

Skills

The student will get the skills to:

- evaluate the relevance of strategic planning - from background analysis to final brief, including:
 - identifying the need for the understanding of consumer motivation and creating opinion in relation to a concrete case
 - evaluating different advertising types, including media, effects and communication strategies, usability in strategic marketing – and advertising

Competencies

The student will learn to:

- perform strategic marketing activities – from the background analysis to the creative brief
- conduct and use surveys of consumer opinion and motivation for consumer spending as the foundation for strategic marketing performance and measurement of the effect of a campaign

1.2. Project sales and project management - 10 ECTS.

Content

The student must, in connection with the development, sales and the implementation of projects, learn how to engage in or lead a project team; this is in relation to external cooperation and relevant stakeholders in connection with the framework of the project, internal cooperation in relation to team development as well as an assessment and the choice of methods and resources.

Learning objectives: Project sales and project management

Knowledge

The student will gain knowledge and understanding about:

- different project types
- projects and project sales in a strategic perspective, and how to manage them



- project management in relation to project methods, leadership and management through the development and implementation of projects/cases

Skills

The student will get the skills to:

- participate in project sales in the form of negotiation, problem clarification, solution and forecasting for B2B and B2G.
- understand project management in the form of negotiating project planning and management, budgeting and team development from an organisational context

Competencies

The student will learn to:

- with reflection, use theories, models and tools for project sales as well as planning, management, and the dissemination of projects in complex practical contexts

1.3. Purchasing and negotiation - 10 ECTS

Content

The students will learn how to establish purchasing strategies, manage purchasing and conduct concrete negotiations in connection with strategic purchasing.

Learning objectives: Purchasing and negotiation

Knowledge

The student will gain knowledge and understanding about:

- purchasing strategies and the interaction of the strategies with the company's overall strategic objectives
- the influence of various management styles on the implementation of the chosen purchasing strategy
- negotiation techniques' interaction with and influence on the chosen purchasing strategy

Skills

The student will get the skills to:

- contribute to the development of a purchasing strategy



- analyse and evaluate the effect of management on a purchasing team
- plan and conduct negotiations

Competencies

The student will learn to:

- participate actively in the development and implementation of a company's strategic purchasing