CURRICULUM

for

Bachelor's Degree in International Sales and Marketing

Part III: Immersion line

Commencement 1 December 2018

Content

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
- Management of people and organisations

At the end of the 1st semester, each student must choose their first and second priority among the four Immersion lines. The most popular immersion lines will be established.

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.

Exam for the immersion lines

This is described in the institutional part of the curriculum

1.1 Strategic marketing and advertising - 10 ECTS

Content

The immersive line 'strategic marketing and advertising' focuses on allowing the student on the basis of strategic planning, to be able to evaluate and develop presentations to relevant and creative adverts, 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 immersion line 'project sales and project management' focuses on enabling the student to become part of or lead a project team in connection with development, sales and the implementation of projects; 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 immersion line 'purchasing and negotiation' focuses on the students being able to work with the company's strategic purchasing. Work is done to establish and implement the purchasing strategies based on the company's overall strategy. The student will achieve the competencies to plan, conduct and follow up on the purchasing strategy, this includes completing the purchase and all related negotiations.

Knowledge

The student will gain development-based knowledge and can understand and reflect about:

- purchasing strategies and the interaction for the strategies with the company's overall strategic objectives
- the influence of various management styles on the implementation of the chosen purchasing strategy
- negotiating process phases and steps, as well as the strategic process model
- negotiating strategies and tactics as well as their own negotiating style
- the interaction between the chosen purchasing strategy and the desired negotiation strategy

Skills

The students can apply methods and tools as well as master the skills, which apply to:

- the establishment and implementation of relevant purchasing strategies
- management of a purchasing team
- planning and conducting negotiations, including making a verified choice of negotiation strategies based on the objectives of the negotiation

Competencies

The student can manage complex and development-orientated situations in relation to:

- independently engaging in a company's strategic purchasing and assume responsibility within the framework of a professional ethics

1.4   Management of people and organisations – 10 ECTS

Content

The immersion line 'management of people and organisations' focuses on organisational behaviour and management. The course focuses on organisational behaviour at three different levels: individual, interpersonal (between people) and collectively. The individual level covers decision making, motivation and behaviour, while the interpersonal level, covers relationships and influence. Finally, the collective level covers groups and teams.

The subject has three main goals, which must be achieved:

1. Increased knowledge of organisational behaviour so that you can understand and analyse how people work in organisations

2. Provide an opportunity to apply knowledge about organisational behaviour in relation to practice-orientated issues which managers encounter
3. Develop your personal and leadership potential

Learning objectives: 'Management of people and organisations"

Knowledge

The student will gain knowledge and understanding about:

- development-based knowledge about organisational behaviour at the individual and group level
- individual and group behaviour in organisations and will be able to relate this to practical issues

Skills

The student will get the skills to:

- assess issues related to the individual's behaviour in relation to work in groups and in organisations
- contribute to the solution of organisational issues in practice on an individual and group level based on a theoretical basis

Competencies

The student will learn to:

- independently identify and evaluate the theory within the subject area
- on the basis of theoretical insight, to participate and reflect on their own participation in groups
- independently select appropriate theory and define learning needs in relation to new academic subjects