

Deadline for application is 1 June for EU applicants and 1 May for non-EU applicants

Studies start on 1 September

The AP degree Marketing Management programme is a 2 year higher education (120 ECTS credits) with the possibilities of continuing on a top up bachelor or Master in Denmark or abroad. The AP degree is comparable to the first 2 years of a Bachelor degree.

**Admission**  
EU students with a high school diploma or equivalent may apply for studies. You must have good skills in English and math. We interview all applicants prior to final admission. Requirements for students from other parts of the world may vary. Non-EU students must take a formal language test e.g. IELTS.



[www.eadania.dk](http://www.eadania.dk)

#### About Dania – Danish Academy of Business and Technology:

- As of 1 January 2010, one of the country's nine regional business academies
- More than 20 years of experience with developing and providing academy degrees
- Close relations to businesses and industries
- More than 1.100 full time students and a significant number of part time academy students
- Provides 12 IT-, technical and mercantile academy degrees and two professional bachelor's degrees
- Provides degrees and courses in eight cities in Central Denmark Region in cooperation with 13 partner schools

[www.eadania.dk](http://www.eadania.dk)

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Dania

DANISH ACADEMY OF BUSINESS AND TECHNOLOGY

AP Degrees available at Dania:  
Media and Advertising  
Business German  
Economics  
Logistics



120  
ECTS

# International marketing management



Brand new identity

Dania

DANISH ACADEMY OF BUSINESS AND TECHNOLOGY

## Career paths for graduates

- Purchasing coordinator
- Start your own business
- Sales manager
- Logistics
- PR

## Why study Marketing Management?

This programme is aimed at students who want an international career in sales and marketing

The objective of the programme is to qualify the student to independently work in national and international production and service companies.

### Teaching methods

The teaching methods include lectures in classes of up to 30 students, group work, project work and interdisciplinary case work. We apply the theory to actual business cases to enable you to see the practical use of the theoretical learning. The Marketing Management graduate is able to use financial, organisational, cultural and marketing skills in the global market place.

### Career path

- \* Professions bachelor top-up in Denmark. Most academies in Denmark offer top-up studies, where Marketing Management graduates have direct access.
- \* Bachelor top-up in rest of Europe/ World – special agreements with many universities, also in Denmark.

<b>1<sup>st</sup> Year</b> 1 <sup>st</sup> semester September-January <b>The Company's Strategic Situation</b>	2 <sup>nd</sup> semester February- July <b>Making Strategies Specialisation module</b>
<b>2<sup>nd</sup> Year</b> 3 <sup>rd</sup> Semester August- January <b>Implementing Strategies Specialisation module</b>	4 <sup>th</sup> semester February - June <b>Internship Final Exam Project</b>

“ Dania, was the right start for my international career ”



## Marketing Management at Dania, Minerva in Randers

Since more than 120 students from more than 25 nations attend educations at the academy, we have a truly international student environment at Minerva. This is enhanced from the beginning of studies with introductory trip, Friday Bar and occasional international get-togethers as well as parties at the academy. Students also have the chance of going on a study trip abroad.

The foundation of everything we do at Minerva are the shared values, which we call “CARE”. CARE stands for Considerate, Active, Respectful and Energetic, and we use these values as a guideline of how

we interact in class, during projects and it is also guiding the informal relations among lecturers and students.

### Internship

Typically students select an internship company where they can utilize the skills they have from their subjects and specialization. ‘Internship Dating’ on 3rd semester is an important preparation for internship. Here you meet numerous companies interested in working with students. Participation enhances the chances of finding internship companies in Denmark.

### Specialisations:

#### Media and Advertising

- Market Communication 2nd semester
  - communicative competences, visual communication, journalism, media choice and strategy

#### Media Production 3rd semester

- We focus primarily on Adobe Photoshop®, Adobe Illustrator® and Adobe InDesign®, which are used for graphic design and production of brochures, posters and ads

#### Statistics on 2nd semester

- Market analysis in relation to sales and sales forecasts, marketing, and evaluation of questionnaires

#### Business economics on 3rd semester

- Identify the company's market situation, based on demand, competitive situation, production and costs. Obtain a basic analytical approach to the labour market

## Marketing Management at Dania, Mercantec in Viborg

At Dania Mercantec in Viborg we have very good partnerships with Danish and British universities (e.g. Manchester Metropolitan University Cheshire) as to extension degrees.

From summer 2010 we have new premises in Campus Viborg, where almost all higher education in Viborg is gathered under one roof with the most modern facilities. You will here find business studies, nurse school and pedagogical school and as all educations have international students you will find an international atmosphere with the possibilities of making friend with students from all over the world.

### International student service centre

You will find our International Student Service Centre and the international students' house, but first of all you will experience that with us you are not just number. Your personal wellbeing is important, and you will experience a very personal but still professional relationship with both teachers and technical staff.

### 4<sup>th</sup> semester

Work placement in a company in Denmark or abroad and main assignment

