

Marketing Management
Autumn, 2017

Catalogue of electives Autumn 2017



Cf. the curriculum for the Marketing Management programme 2016-2018 - 5.4 Exams in the elective educational components (3rd and 4th internally assessed exams):

There are 20 ECTS for electives in the 3rd semester divided on two elective educational components with 10 ECTS each. The individual electives can be worth 10 ECTS or 5 ECTS, and the students combine their elective educational components so that a total of 20 ECTS are achieved.

The electives description of the study programme will be available in the course of the 2nd semester.

Each elective educational component is concluded with an exam. If the elective educational component consists of only one elective worth 10 ECTS, one grade will be given according to the 7-point grading scale, and it will figure on the degree certificate.

If the elective educational component consists of two electives worth 5 ECTS each, one overall grade will be given according to the 7-point grading scale based on an average of the grades given for the part exam in the individual electives. In the grading the individual part exams weight according to the number of ECTS credits. The part exams are to be passed individually and figure on the degree certificate.

If a student fails to sit one or more part exams or to pass the exams, they will be considered to have made an exam attempt and are still registered for the part exam(s).

Students may not resit passed part exams.

The exams are worth 10 ECTS each, a total of 20 ECTS.

Modern marketing and Graphic design (5 + 5 ECTS)

Elective course: Modern Marketing

Weight: 5 ECTS

Contents:

- Overview of the possibilities of modern marketing.
- Basis for understanding of companies' use of digital marketing.
- Basis for understanding the development in social medias and how companies can utilize these.
- The student will achieve both strategic and practical skills.
- There will be a combination of classroom lectures and hands-on cases.

Learning outcome:

Knowledge:

The student should have acquired knowledge about:

- Earned, owned and paid media in the modern marketing landscape.
- Content marketing: Online communication principles. How to use storytelling including the use of video, pictures and illustration. E.g. youtube channel establishment and alignment, enabling maximum spread of a message, viral campaigns.
- Websites and blogs: CMS systems, Word Press.
- E-mail marketing and digital newsletters: How to use tools like mailchimp.
- E-commerce: When, where and how to use webshops.
- Digital Signage: How digital displays are used to inform and persuade in public spaces.

Skills:

The student should be able to:

- Analyze webpages in regards to structure, Search Engine Optimization and interaction with Social Media
- Estimate and calculate Return On Investment (ROI) in regards to specific on-line campaigns.
- Create and use Google analytics accounts and Google AdWords campaigns
- Create and use Facebook sites and campaigns including promoting, boosting and retargeting
- Use LinkedIn, YouTube and Instagram platforms and tools at a basic level

Competences:

The student should have obtained competences in regards to:

- Analyzing a company's' present on-line activities and a company's digital visibility
- Formulating goals and strategies for handling a company's on-line activities more effectively
- Utilizing Google tools like Google analytics accounts and Google AdWords campaigns
- Utilizing Facebook tools like installation of fb pixel code, fb insights/analytics and Ads manager
- Content planning and execution of content marketing campaigns
- Content marketing and storytelling through websites and social media

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers but also external lecturers.

Exam:

The exam will be a case based exam including both a written and an oral part.

The written part is a solution to a modern marketing case that the students in groups of four (4) have been working with during the elective course. We expect the written part to be based on a digital media (e.g. a Facebook page) instead of a traditional paper.

The oral part is a group exam which takes place in the end of the period. The duration of the exam is 30 minutes, where your group presents the solution to the case and answers questions from the examiner.

The oral exam will be conducted as a role play where your group is acting as a modern marketing agency presenting your solution to the case towards a company (represented by the examiner).

You have 10 minutes for your group presentation, followed by individual questions to each group member as a dialogue. All students must be active and each student will receive an individual grade for his/her performance.

The examination is in English for both Danish and International Students.

Elective course: Graphic design

Weight: 5 ECTS

Contents:

The purpose of this course is to be better at working in a in-house marketing department of a company. To explore and learn about the basic skills, you need when working with small graphical assignments. We will be working with Adobe Photoshop and InDesign.

Learning outcome:

Knowledge:

The student should have acquired knowledge about:

- Graphic design
- How to produce small graphical medias for print and web.

Skills:

The student should be able to:

- Basic use of Adobe Photoshop and Adobe InDesign
- Proofing design and medias for web and print.

Competences:

The student should have obtained competences in regards to:

- Create small non complex graphical medias and make them ready for print production.

- Create simple designs, following a design manual.

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers.

Exam:

The exam will be an individual 6 hours test in producing a small graphical assignment for a in-house department.

All materials and syllabus form classes are available. The assignment will be handed to you on the test day in Wiseflow.

The examination is in English for both Danish and International Students.

Modern marketing and Travel elective (5 + 5 ECTS)

Elective course: Modern Marketing

Weight: 5 ECTS

Contents:

- Overview of the possibilities of modern marketing.
- Basis for understanding of companies' use of digital marketing.
- Basis for understanding the development in social medias and how companies can utilize these.
- The student will achieve both strategic and practical skills.
- There will be a combination of classroom lectures and hands-on cases.

Learning outcome:

Knowledge:

The student should have acquired knowledge about:

- Earned, owned and paid media in the modern marketing landscape.
- Content marketing: Online communication principles. How to use storytelling including the use of video, pictures and illustration. E.g. youtube channel establishment and alignment, enabling maximum spread of a message, viral campaigns.
- Websites and blogs: CMS systems, Word Press.
- E-mail marketing and digital newsletters: How to use tools like mailchimp.
- E-commerce: When, where and how to use webshops.
- Digital Signage: How digital displays are used to inform and persuade in public spaces.

Skills:

The student should be able to:

- Analyze webpages in regards to structure, Search Engine Optimization and interaction with Social Media
- Estimate and calculate Return On Investment (ROI) in regards to specific on-line campaigns.
- Create and use Google analytics accounts and Google AdWords campaigns
- Create and use Facebook sites and campaigns including promoting, boosting and retargeting
- Use LinkedIn, YouTube and Instagram platforms and tools at a basic level

Competences:

The student should have obtained competences in regards to:

- Analyzing a company's' present on-line activities and a company's digital visibility
- Formulating goals and strategies for handling a company's on-line activities more effectively
- Utilizing Google tools like Google analytics accounts and Google AdWords campaigns
- Utilizing Facebook tools like installation of fb pixel code, fb insights/analytics and Ads manager
- Content planning and execution of content marketing campaigns
- Content marketing and storytelling through websites and social media

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers but also external lecturers.

Exam:

The exam will be a case based exam including both a written and an oral part.

The written part is a solution to a modern marketing case that the students in groups of four (4) have been working with during the elective course. We expect the written part to be based on a digital media (e.g. a Facebook page) instead of a traditional paper.

The oral part is a group exam which takes place in the end of the period. The duration of the exam is 30 minutes, where your group presents the solution to the case and answers questions from the examiner.

The oral exam will be conducted as a role play where your group is acting as a modern marketing agency presenting your solution to the case towards a company (represented by the examiner).

You have 10 minutes for your group presentation, followed by individual questions to each group member as a dialogue. All students must be active and each student will receive an individual grade for his/her performance.

The examination is in English for both Danish and International Students.

Elective course: Travel

Weight: 5 ECTS

Learning outcome:

Skills:

The student should be able to:

- Show an understanding for different cultures and work methods
- Show an understanding for cross cultural team work
- Show an understanding for interdisciplinary team work

Competences:

The student should have obtained competences in regards to:

- Working with written, oral and visual communication
- Professionalism
 - The student must contribute positively to the team spirit
 - The student must actively participate in company visits, evaluations and classes held by UCN and KPU
 - The student must actively participate in group work, presentations and the final examination
 - The student must show initiative for learning and working with the English language

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers.

Exam

The exam for this elective is a case which the student will be working with during the 2 weeks in Vancouver. The case is solved in groups of five students and the exam will be in groups as well. The groups will make an oral presentation for the duration of 15 min. to present its ideas of a solution to the problem of the case. Afterwards a panel of lecturers and professionals will ask questions for approximately 15 min.

Re-exam

In case the exam is not passed, the student is requested to write a 1-2 page individually assigned paper based on the evaluation of the original assignment. There will not be an oral evaluation on the second attempt.

The examination is in English for both Danish and International Students.

Personal business communication and Sales (10 ECTS)

Elective course: Personal business communication and Sales

Weight: 10 ECTS

Contents:

The course deals with how we communicate and interact professionally by taking a point of departure in students' personal potentials, and the dilemmas they experience hinder them in achieving their goals within professional personal communication and sales. The focus is both on presenting one-way to an audience, and face-to-face interaction with others. Sales and relationship building are central topics to understand for every business person, and the tools gained from interpersonal communication will be applied concretely in the sales part of the course. Basic communication and sales theory will be taught, taking a point of departure in analyzing what is at stake when communicating with others. Learning how to analyze personal communication is a vital part of the course, as well as giving constructive and useful feedback to peers' regarding their personal communication. The course will also focus on strategies and rhetorical tools that can help you in convincing other people, and how to bring forward your arguments in a way that is appropriate for the situation. Furthermore, the course has its focus on enhancing participants' awareness of own and others' body languages, and how to improve presentation skills both orally and written, as well as within various settings in relation to sales.

Learning outcome:

Knowledge:

The student should have acquired knowledge about:

- What personal business communication and sales is
- Different approaches and paradigms to understand personal communication and sales
- Professional communication types and settings
- Types of sales situations and settings
- Own style of personal communication, strengths, weaknesses & potentials
- The role of trust and influencers on personal business communication and sales
- Ways of building and maintaining social relations and the role of reciprocation
- The students must show an understanding for written and oral communication
- The student must show an understanding for written and oral sales techniques
- The student must show an understanding for sales communication and planning
- The student must have knowledge about customer relationships and negotiation
- The student must have knowledge about theories and methods within sales

Skills:

The student should be able to:

- Ability to pick the best mode of communication related to a situation both orally and written
- Ability to identify and apply strategies, and explain the difference of theory and practice
- Give and receive constructive feed-back related to personal communication and sales
- Analyze and understand what is at stake in a given communication & sales situation, and being able to identify the best suited communication strategies related to the situation

- Assess one's own personal communication, as well as strengths, weaknesses and potentials related to sales

Competences:

The student should have obtained competences in regards to:

- In assessing a given setting and situation
- Adjust and be flexible according to the communication & sales situation and target group
- Develop skills that enhances the students' engagement in interpersonal communication, sales and relationship building and maintenance

General learning form:

Course activities are centered on a learning approach combining a mix of readings, presentations, exercises, training and discussions both in workshop format (whole days) as well as blocks.

Exam:

The elective will take form as an oral group exam based on a specific company case, and a 5 page reflection assignment. The case will be presented to students during the elective course. The exam will last 45 minutes per group. Students are graded individually.

The examination is in English for both Danish and International Students.

Project Management I and II (5 + 5 ECTS)

Elective course: Project management I

Weight: 5 ECTS

Contents:

The objective of this elective is to give you a hands-on experience in using classic tools and methods for plan driven project management in a professional context. Throughout the course you will be working with a case, and will be using known tools and methods for project management as well as new ones. The aim is to enable you to plan, organize and control a professional project by using tools such as Gantt charts, projects plans, risk matrixes, project plans, stakeholder analysis and communication plans.

The general learning form is work shop based learning with group work on a real-life case

- A general understanding of projects and how to manage them
- Experience in using tools and methods for project management in a professional context
- A combination of ordinary classroom lectures and working with a real-life case

Learning outcome:

Knowledge:

The student should have acquired knowledge about:

- How to define a project and what parameters the project manager can adjust
- The project triangle
- How to define the work streams, deliverables, milestones and activities of a project
- How to plan a project by using tools such as a Gantt Chart and the Work Break Down Schedule
- How to define the stakeholders of a project and how to handle their influence by communication
- The role of the project manager and the different roles in a project organization, including the roles of the project team and the steering committee
- The risks in relation to implementation of a project and how to handle it
- Different forms of meetings and their purpose
- The business case and budget of a project

Skills:

The student should be able to:

- To illustrate the purpose and objective of a project by preparing an Objective Break-Down Schedule
- To analyze the stakeholders of a project and make a communication plan
- To plan a project by defining work streams, deliverables, milestones and activities in a Work Break Down Schedule and a Gantt Chart
- To do a risk analysis
- To plan the relevant meetings throughout the implementation of the project
- To make a budget or business case for a project

Competences:

The student should have obtained competences in regards to:

- Plan a project in a professional context by using relevant tools and methods
- Implement a project and adjusting the plan continuously

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers.

Exam:

The exam is an oral exam in groups based on a case that is given the day before the exam. The case will include one or more questions.

The duration of the oral exam is 45 min., where the students must answer the given question(s), and questions from the lecturer and censor will be asked.

The examination is in English for both Danish and International Students.

Elective course: Project management II

Weight: 5 ECTS

Contents:

In Project Management 1 you learned classic, plan driven project management but in reality a lot of projects cannot be managed only with these tools as the project and the surroundings change rapidly. Thus there is a set of agile methods suitable for handling this insecurity that you will learn to use in this elective.

The objective of this elective is to give you a basic understanding of what working in projects means and then provide you with specific tools and methods for how to work agile. Working agile means spending less time on planning and documentation so that you instead can spend more time on what actually adds value for the customer. We will focus on the agile method "Scrum", which consists of specific guidelines for how to work effectively on a project. You will be working in groups with a real case where you will practice the principles of Scrum and use your skills as marketing managers to create value to the case owner. This means that a high level of attendance is necessary and expected!

You will learn about the difference between plan driven and agile project management, and about how to choose the best approach and tools for a specific project. And you will learn the agile method Scrum and how to use it.

Learning outcome:

Knowledge:

The student should have acquired knowledge about:

- The difference between plan driven project management and agile project management
- Scrum and it's elements as a method for agile project management

Skills:

The student should be able to:

- See if a project is best suited for plan driven or agile project management
- Design a project based on Scrum methods

Competences:

The student should have obtained competences in regards to:

- Choose and apply the relevant tools for a specific project
- Manage a Scrum project

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers.

Exam:

The exam is an oral exam in groups but with individual grading.

The duration of the exam is 45 minutes, where the students must give a joint presentation about their reflections on project management in the first 15 minutes. After that there will be a group discussion based on the presentation and the learning outcomes, where the lecturer and censor will ask questions.

The examination is in English for both Danish and International students.

The reflective presentation must be based on the experience gained from the exam case from Project Management 1, and the project from Project Management 2.

Entrepreneurship I and II (10 ECTS)

Elective course: Entrepreneurship I and II

Weight: 10 ECTS

Contents:

The Elective Entrepreneurship 2017 will consist of two parts. Entrepreneurship I with focus on Innovation, Creativity and Value Creation, and Entrepreneurship II with focus on Business development.

Part I:

- Characteristics of entrepreneurship / Intrapreneurship and successful entrepreneurs
- Entrepreneurial Tools within Innovation, Creativity and Value Creation
- The entrepreneurial environment

Part II:

- From idea to business plan
- Communication and negotiation related to the business plan

Learning outcome, Part I:

Knowledge:

The student should have acquired knowledge about:

- the conditions that promote entrepreneurship/intrapreneurship and what determines success and failure in business start-ups and launching of new concepts
- tools, methods and processes within the field of innovation, creativity and value creation
- the entrepreneurial environment

Skills:

The student should be able to:

- assess which methods are possible to use in order to analyze, test and validate an idea
- analyze and assess the skills and tools necessary to implement an idea

Competences:

The student should have obtained competences in regards to:

- independently carry out initial assessments at the start of a new concept, project, or product

Learning outcome, Part II:

Knowledge:

The student should have acquired knowledge about:

- the necessary skills in terms of marketing, budgeting, organizing, etc. in a start-up business
- what tools can be used to raise capital and develop the idea

- how an implementable business plan is prepared
- how an idea can be presented to potential stakeholders
- the entrepreneurial environment

Skills:

The student should be able to:

- analyze market opportunities for implementing a concrete idea
- make a budget
- engage in negotiating, financing and presenting the business plan

Competences:

The student should have obtained competences in regards to:

- prepare a business plan and create the conditions for setting up a business
- pitch the idea through the presentation of the business plan

General learning form:

The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers.

Exam:

A 30-minute oral group exam based on a submitted business plan. Students are graded individually.

The examination is in English for both Danish and International Students.

Statistics and Managerial economics (5 + 5 ECTS)

Elective course: Statistics
Weight: 5 ECTS
Contents: <ul style="list-style-type: none">• Probability theory• Random variables and probability distributions• Regression analysis• Variance analysis
Learning outcome: Knowledge: The student should have acquired knowledge about: <ul style="list-style-type: none">• Descriptive statistics and probability theory• Random variables and probability distributions• Scaling• Regression analysis• Variance analysis Skills: The student should be able to: <ul style="list-style-type: none">• 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 Competences: The student should have obtained competences in regards to: <ul style="list-style-type: none">• 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 General learning form: The course will primarily be a classroom lectures.
Exam: The exam is an individual three (3) hour written exam in English taking place at UCN.

Elective course: Managerial economics

Weight: 5 ECTS

Contents:

- 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

Learning outcome:

Knowledge:

The student should have acquired 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 production factor efforts 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 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.

Skills:

The student should be able 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 form including the use of equity and borrowed capital in connection with investments in the fixed and current assets
- be able to present and disseminate economic solutions

Competences:

The student should have obtained competences in regards to:

- independently develop smaller analyses in Excel spreadsheet models
- independently be able to assess the economic implications of planned marketing activities
- independently establish profitability using a business area budget/account based on an activity based cost accounting system (Activity Based Costing).

- independently identify and analyse investment and financing opportunities qualitatively and economically in comparison to concrete planning tasks.

General learning form:

The course will primarily be a classroom lectures.

Exam:

The exam is an individual three (3) hour written exam in English taking place at UCN.

Statistik og Driftsøkonomi (5 + 5 ECTS)

Valgfag: Statistik

Vægt: 5 ECTS

Indhold:

- Sandsynlighedsregning
- Stokastiske variable og sandsynlighedsfordelinger
- Regressionsanalyse
- Variansanalyse

Mål for læringsudbyttet

Viden:

Den studerende skal have viden om:

- Beskrivende statistik og sandsynlighedsregning.
- Stokastiske variable og sandsynlighedsfordelinger.
- Skalering
- Regressionsanalyse
- Variansanalyse

Færdigheder:

Den studerende skal have færdigheder i at:

- Beregne og fortolke forskellige mål for central tendens og variation.
- Foretage sandsynlighedsberegninger for stokastiske variable/sandsynlighedsfordelinger
- Opstille, gennemføre og analysere en regressionsmodel med én eller flere forklarende variable, herunder Dummy variable

Kompetencer:

Den studerende opnår kompetence til:

- Selvstændigt at kunne fortolke en regressionsmodel med én eller flere forklarende variable for en konkret med markeds- og salgsmæssig problemstilling.
- At kunne vurdere konkrete sandsynligheds beregninger i forbindelse med markeds- og salgsmæssige problemstillinger.
- At kunne vurdere beskrivende statistik over markeds- og salgsmæssige problemstillinger

Generel læringsform:

Undervisningen vil primært være holdundervisning.

Eksamen:

Eksamen er en individuel tre (3) timers skriftlig eksamen på dansk, der finder sted på UCN.

Valgfag: Driftsøkonomi

Vægt: 5 ECTS

Indhold:

- Grundlag for og udvidet forståelse af omkostningsstrukturer, omkostningskalkuler og valg mellem forskellige alternativer herunder alternativomkostninger
- Grundlag for og udvidet forståelse af investeringsbeslutninger med tilhørende følsomhedsanalyser/break-even analyser før og efter skat
- Grundlag for og udvidet forståelse af finansieringsformer og -typer inkl. leasing og kriterier for sammenligning og valg både før og efter skat.

Mål for læringsudbyttet

Viden:

Den studerende skal have viden om:

- At opstilling af almindelige omkostnings- og lønsomhedskalkuler på kort og lang sigt
- De klassiske omkostningsfordelingssystemer samt aktivitetsbaseret omkostningssystemer (Activity Based Costing)
- Sammenhænge mellem indsats af produktionsfaktorer og produktion af varer og ydelser (LP)
- Investeringer ifm. valg mellem flere investeringsmuligheder i en før og efter skat betragtning
- Økonomisk optimal levetid og udskiftningstidspunkt i forbindelse med investeringer
- Opstilling af investeringskalkuler, som grundlag for valg af handlingsalternativer med en længere tidshorisont.
- Finansieringsformers betydning for valg af løsningsforslag.

Færdigheder:

Den studerende skal have færdigheder i at:

- Kunne anvende Excel som værktøj til alsidige økonomiske analyser
- Kunne anvende centrale omkostningsbegreber, der har relation til beslutningstagning.
- Kunne analysere hvorledes "beskriverne" (driverne) til et aktivitetsbaseret omkostnings-fordelingssystem (Activity Based Costing) kan bestemmes.
- Kunne optimere parameterindsatsen ud fra omkostnings- og afsætningsforhold (LP)
- Kunne gennemføre følsomhedsanalyser i forbindelse med investeringsovervejelser
- Kunne foretage kapitalbehovsberegninger og betalingsstrømme som grundlag for opstilling af investeringskalkuler både for anlægs- og omsætningsaktiver
- Kunne foretage beregninger af forskellige lån og krediters effektive renter, før og efter skat.
- Kunne begrunde valg af finansieringsform herunder egenkapital og fremmedkapital anvendelse i forbindelse med investeringer i anlægs- og omsætningsaktiver
- Kunne præsentere og formidle økonomiske løsningsmuligheder.

Kompetencer:

Den studerende opnår kompetence til:

- Selvstændigt at kunne udvikle mindre analyser i Excel regnearksmodeller
- Selvstændigt at kunne vurdere økonomiske konsekvenser af planlagte markedsføringsaktiviteter
- Selvstændigt at kunne udarbejde lønsomhed ved anvendelse af et forretningsområde budget/-regnskab baseret på et aktivitetsbaseret omkostningsfordelingssystem (Activity Based Costing).
- Selvstændigt at identificere og analysere investerings- og finansieringsmuligheder kvalitativt og økonomisk i forhold til konkrete planlægningsopgaver.

Generel læringsform:

Undervisningen vil primært være holdundervisning.

Eksamen:

Eksamen er en individuel tre (3) timers skriftlig eksamen på dansk, der finder sted på UCN.