

Service, Hospitality and Tourism Management  
Attachment to the institutional part of the curriculum

# Catalogue of electives 2017-2019



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## 1. Introduction to electives for the SHTM programme 2017-2019

Besides our subject elements as written in the curriculum, the programme consist of elective components. There are 20 ECTS for electives components throughout the programme. 15 ECTS are placed during the 1<sup>st</sup> and 2<sup>nd</sup> semester and the last 5 ECTS are placed after the internship (3<sup>rd</sup> semester).

Firstly, you need to choose one of our three main themes:

- Tourism
- Hotel and restaurant
- Sport and event

Each theme consists of 10 ECTS.

Secondly, you need to choose which two elective components (5 + 5 ECTS) you want to participate in your 2<sup>nd</sup> and 3<sup>rd</sup> semester. We cannot guarantee that the electives will in the chosen order, since some electives will be conducted twice due to the large number of students.

**Please note** if you want to participate in the Study Trip for Miami you need to choose this elective as one of the two 5 ECTS electives.

In the beginning of the first semester you will be able to choose which electives you want. In the first round your choice for Spring 2018 will be locked without any possibility to change it. However you will be able to change your choice for your second elective. Information about the process will be sent out by email.

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.

## 2. Overview

An overview that shows when the different electives will be conducted.

Elective	ECTS	Spring 2018	Fall 2018	Remarks
Modern Marketing	5	X	X	Min. number of students: 40
Graphic Design	5	X	X	Min. number of students: 40
Study Trip	5	X		
Tourism II	5		X	Min. number of students: 40
Hotel & Restaurant II	5		X	Min. number of students: 40
Sport & Event II	5		X	Min. number of students: 40

### 2.1 Exam

The exam is described in the institutional part of the curriculum that can be found at [ucn.dk](http://ucn.dk)

### 2.2 Language

All electives (except Tourism II, Hotel & Restaurant II, Sport & Event II) are taught in English for both Danish and International Students. For Danish students it is possible to take the exam in Danish.<sup>1</sup>

<sup>1</sup> Eksamensbekendtgørelsen §18

### 3. Modern marketing and Graphic design

#### **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 students should have acquired knowledge of:

- 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 students 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 students should be able to:

- Analysing 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:**

See curriculum, institutional section at ucn.dk

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 an 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 students should have acquired knowledge of:

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

**Skills:**

The students should be able to:

- Basic use of a graphic design program.
- Proofing design and medias for web and print.

**Competences:**

The students should be able 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:**

See curriculum, institutional section at ucn.dk

#### 4. Study Trip (5 ECTS)

<b>Elective course: Study Trip</b>
Weight: 5 ECTS
Contents: The purpose with this course is to give you a basic understanding of how international destinations and companies work, both as organisations (inside) and as a part of a destination (outside). During the study trip, you will meet and interact with numerous industry partners and through this get valuable insight into the hospitality industry in an international perspective.
Learning outcome:  <b>Knowledge:</b> The students should have acquired knowledge of: <ul style="list-style-type: none"><li>• The role of the individual players at the selected destination and the connection between theory and practice</li><li>• The networking between the destination players and its significance to players as well as destination</li><li>• How a foreign destination, across players, develops a sustainable destination, and which tools the players use in practice</li></ul> <b>Skills:</b> The students should be able to: <ul style="list-style-type: none"><li>• Analyse and take part in international network collaboration and understand the importance and potential of such collaboration</li><li>• Participate in the development of a more sustainable player profile – as well as insight into the practice-related tools for sustainable development</li></ul> <b>Competences:</b> The students should be able to: <ul style="list-style-type: none"><li>• Take part in and map collaboration relations from a sustainable development perspective</li><li>• Contribute to the optimisation of a sustainable development process</li></ul>
<b>Exam:</b> See curriculum, institutional section at ucn.dk

## 5. Tourism II, Hotel & Restaurant II, Sport & Event II

<b>Elective course: Tourism II<sup>2</sup></b>
Weight: 5 ECTS
<p>Contents:</p> <p>The purpose of this course is to give the student extended knowledge, skills and competencies within the area of incoming and outgoing tourism. The course will include the following topics: Digital Marketing and Branding, Digital Procurement, The Sharing Economy as a part of the Chain of Value, and Tourism Policy planning – primarily focusing on destinations. By completing this course, the student will have developed solid skills and competencies to work within the broad area of tourism destinations.</p>
<p>Learning outcome:</p> <p><b>Knowledge:</b></p> <p>The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> <li>• Tourism policies, planning and development</li> <li>• Marketing and branding of tourism destinations</li> <li>• Understanding in practice about the tourism trade through visits or lectures made by professionals from the tourism trade</li> </ul> <p><b>Skills:</b></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Assess policies, planning and development as well as destination marketing and branding in a practical context and set up possible solutions</li> <li>• Achieve practical understanding of the tourism trade through visits or lectures made by tourism professionals</li> </ul> <p><b>Competences:</b></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Work across disciplines in relation to policies, planning and development as well as destination marketing and branding</li> <li>• Acquire new knowledge of policies, planning and development as well as destination marketing and branding in a structured context</li> </ul> <p><b>General learning form:</b></p> <p>The course will be a combination of classroom lectures and work shop based learning with hands-on cases conducted primarily by internal lecturers.</p>
<p><b>Exam:</b></p> <p>See curriculum, institutional section at ucn.dk</p>

2. The elective requires that you have completed Tourism 10 ECTS

### **Elective course: Hotel & Restaurant II<sup>3</sup>**

Weight: 5 ECTS

**Contents:**

The purpose of this course is to provide you with an understanding of the international hospitality trade and strategic initiatives of Hospitality companies in an international context, as well to give you the opportunity to study the Meetings and Conferences Industry in order to undertake jobs in this field of the Hospitality industry.

**Learning outcome:**

**Knowledge:**

The students should have acquired knowledge of:

- The applied strategic collaboration models and growth strategies of the hospitality sector
- Trends and tendencies of the meetings and conferences industry

**Skills:**

The students should be able to:

- Communicate issues through knowledge of the make-up of the international hospitality trade and identify leading companies which have had a marked influence on developments in the hospitality trade
- Suggest and communicate a Meetings and Conference setup and concept

**Competences:**

The students should be able to:

- Acquire knowledge and understanding of strategic initiatives in the hospitality trade and suggest solutions based on this
- Participate in developing and planning Meetings and Conferences

**General learning form:**

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

**Exam:**

See curriculum, institutional section at [ucn.dk](http://ucn.dk)

3. The elective requires that you have completed Hotel & Restaurant 10 ECTS

## **Elective course: Sport & Event II<sup>4</sup>**

Weight: 5 ECTS

Contents:

The purpose of this course is to give you a understanding of how the sport and event business work, both as organisations and as a part of the society. During this course, we will focus on relevant topics around e.g. sport & media, sport & politic and sport economy. This is a relevant course for you who want to be a part of the future sport and event business.

Learning outcome:

### **Knowledge:**

The students should have acquired knowledge of:

- The sport organization and its place in the political context as well as the sport industry's significance to society
- The special economic conditions governing the sport world
- How sport and event organisations work actively to handle media as a promotion and public relations platform

### **Skills:**

The students should be able to:

- Assess practical issues between society and professionals plus voluntary sport organization.
- Communicate practical issues and suggested solutions to stakeholders and partners as well as members of the sport world
- Assess and communicate key performance indicators to the stakeholders of the sport world
- Assess which central media to be used by a sport and event organization with focus on relations to the organisation's surroundings

### **Competences:**

The students should be able to:

- Understand and use knowledge of the special economic conditions within the sport world and its players
- Acquire knowledge of how to solve organisational communication needs in practice

### **General learning form:**

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

### **Exam:**

See curriculum, institutional section at [ucn.dk](http://ucn.dk)

4. The elective requires that you have completed Sport & Event 10 ECTS