



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

Part IV: Elective subject element - Speciality module - Subject catalogue

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. Elective subject element - Speciality module - 5 ECTS

Content

As part of the local subject elements, elective elements are offered on the programme's 2nd semester: Each student must submit a choice of subject from the subject catalogue below.

The deadline for the choice of subject will be in the programme's activity plan at the beginning of the 2nd semester.

1.1. Subjects for the speciality module.

Sales

- Export sales with a focus on relationship selling
for example, specialisation in an industry, a country/region, direct/indirect channels, project sales, building an international sales organisation, building relationships (partnerships/alliances), leadership and management of sales subsidiaries/sales teams/salesmen/agents, market penetration, the selection of export markets. ...
- Online sales
Sales and distribution channels, development of sales via the Internet, management of online and physical sales channels, best practices and next practice, business cases. ...

Purchasing

- The global supply chain
for example, building a global supply chain, the selection of partners, outsourcing, insourcing, offshoring of production, cultural differences, the code of conduct. ...
- CSR and sustainability
For example, how sustainability can be a competitive advantage in a company's supply chain management or how a company can work with sustainability in their business model in order to achieve a balance between what the company does and what it does to the environment, social responsibility and economic or sustainable performance management, how short-term interventions can provide long-term gains



Marketing

- Digital marketing
for example market communication, branding, online marketing, social media, direct marketing, e-sales, e-procurement...
- Experience economy and innovation
for example, what is experience economy?, experience concepts, selected industries, the extended product, experiences as a marketing parameter, forms of innovation, the innovation process, networking, entrepreneurship ...
- Marketing research
Define and explore what marketing research is, how important it is, as well as the purpose and characteristics of the individual components (secondary data collection, primary data collection as well as qualitative and quantitative data analysis). Develop these research skills and on the basis of them, develop future proposals for research topics that should be described within a marketing background of how to do research in marketing.

Other

- Management and HR
for example, the organisation and management of a global supply chain, the learning organisation, organisation, organisational and cultural changes, new forms of organisation, change management, project management ...
- Branding
Define and investigate branding (corporate, product, employer and/or personal branding), in other words, how to market it via values on the B2B as well as the B2C markets.
- Knowledge management
Identification, creation, use and preservation of knowledge in organisations and projects from a managerial perspective based on synergy, interaction and success
- Globalisation
Identification, evaluation, planning and organisation of a companies' different degrees of globalisation
- Managing integrated marketing communication
With a focus on planning and integration in a postmodern digital world – eg. internal cooperation (sales/communication (marketing) & IT), channel synergy/alignment, tribal marketing, brand hijacking, guerrilla marketing, marketing automation & big data, word of mouth/community/social media, nudging etc.