

CURRICULUM

for

Bachelor's Degree in International Sales and Marketing

Part IV: Institutional Subject Element B – Specialty module, summer
school and AU BSS

Valid for admissions from August 2018

Content

1. Institutional subject element B – Specialty module – 5 ECTS	2
1.1. Subjects for specialty modules	2
Sales	2
Purchasing	2
Marketing	3
Other.....	3
2. International summer schools	4
3. AU BSS module.....	4

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.

As part of the institutional elements, the institutional subject element B is offered on the programme's 2nd semester. Students must choose one of the following 5 ECTS elements:

- Specialty module
- International summer school
- AU BSS Module

1. Institutional subject element B – Specialty module – 5 ECTS

Content

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 specialty modules

Sales

- Export sales with a focus on relationship selling

for example, specialization 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 and digital business models

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.

- Managing integrated marketing communication

with a focus on planning and integration in a postmodern digital world – e.g. 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.

Other

- Management and HR

for example, the organisation and management of a global supply chain, the learning organisation, organisational and cultural changes, new forms of organisations, change management, project management ...

- Corporate 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

2. International summer schools

Summer schools in Tanzania, Malaysia or Canada. See descriptions of the summer schools at baaa.dk.

Summer schools take place in July or August. Teaching and exam is in English.

3. AU BSS module

Management Accounting and Finance. Gives access to apply for MSc studies at Aarhus University. The two elective elements, statistics and business economics, from the AP degree in Marketing Management are also required to apply.

See separate description of the AU BSS Module in the institutional part of the curriculum.

Teaching and exam is in English.