

AP DEGREE IN MARKETING MANAGEMENT

FIRST CLASS AND ABROAD

+ Bachelor top-up:
> International Sales & Marketing


The academy profession degree in marketing management is a job oriented 2-year study programme with international marketing as the main subject area and including a range of further subject areas such as communication, logistics and management.

During the study you are challenged to combine knowledge of economics,

law, communication, organization and logistics and to apply this with marketing nationally as well as internationally.

The course offers you the opportunity to create your own personal profile through elective courses and an internship. The academy has partnership agreements with similar academies all over the world and we offer you

the opportunity to spend a semester as an international trainee and/or to study abroad.

We have two teaching programmes - one in which teaching takes place in English and one in which teaching takes place in Danish. The teaching in English line has an international student profile. 

MARKETING MANAGEMENT

For you who wants to work with marketing and sale



STUDY FORM

The programme consists of four semesters each of 6 months duration. There is a general part including mandatory courses, 2 elective courses, an internship and a main project.

MANDATORY COURSES

1. International marketing and sales
2. Economics
3. Business law
4. Communication, organization and management

ELECTIVE COURSES

- German
- Market communication
- Business economics
- Entrepreneurship
- Experience economy
- Statistics

INTERNSHIP

The last semester includes an internship. You may choose a Danish or a company abroad. You will have the opportunity to test what you have learned in a practical context.

CAREER

JOB OPPORTUNITIES

With an AP Degree in marketing management you may find jobs within sales and marketing in internationally oriented companies. In your first job you will typically be an assistant or a trainee within marketing, advertising, sale, logistics, purchasing or export.

FURTHER EDUCATION

It is now possible to get a full Bachelor Degree at Business Academy South-West. With an AP Degree in Marketing Management it is possible to enroll the Bachelor programme in International Sales and Marketing. The programme is 1 ½ year and includes an internship and a bachelor project.

USEFUL INFORMATION

SEMESTER START
August 30th, 2010

APPLICATION

We recommend all international students to apply for admission directly through the application forms which you can download from our web page www.easv.dk.

ENTRY REQUIREMENTS

You should hold:

An upper secondary examination certificate (A-levels, HTX (higher technical exam), HF (higher preparatory exam), HH (higher commercial exam) or something similar) including mathematics or business economy level B and English level B or you should have received relevant vocational education and training within , say, office and administration with mathematics level B or business economy level B and English level C.

CONTACT

EDUCATIONAL GUIDANCE

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