Preliminary Elective Catalogue for Cphbusiness Global Semester Autumn 2025

Academy Profession Degree Program in Marketing Management

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1. OVERVIEW OF THE SEMESTER

This Preliminary Electives Catalogue for Cphbusiness' Global Semester is an appendix to the curriculum for the Academy Profession Degree Program in Marketing Management. The Global semester consists of 30 ECTS – or three modules of 10 ECTS each.

The **first module is mandatory** and has internationalization as a theme.

Hereafter the semester consists of two elective modules (10 ECTS each), chosen from this catalogue.

To achieve the 30 ECTS during your semester abroad, you must pass all 3 modules – both the mandatory and the two electives. Each of the three modules will be concluded with an exam. Students must follow classes and pass the exams of each module.

This **Elective Course Catalogue** contains descriptions of:
- the 1st Mandatory Module
- **five elective modules**.

1. module – Mandatory Module	Elective module 1	Elective module 2
11. august – 19. september	22. september – 7. november	10. november – 19. december

1.1. How to sign up for elective modules (elective module 1 and elective module 2)

Please follow the steps below to make sure you are enrolled in courses approved by your home university.

Step 1: Rank Your Course Preferences

- Please rank all five courses from most to least preferred (1 = highest priority) in the online application form (find a link to the online application form in the e-mail you have just received from Cphbusiness).

Step 2: Get Approval from Your Home University

- Send the Elective Course Catalogue to your academic coordinator at your home university.

- Ask them to confirm that all courses described are approved as possible study options during your exchange semester.

Please note: We cannot guarantee that all the elective courses will be offered next semester.
Courses will be offered based on student preferences (both Danish and international).
This means you might not get your first choice — you could be placed in your 2nd, 3rd, or lower priority course depending on availability.

Step 3: Course Enrollment

- Once we receive your course preferences, we will enrol you in the highest-priority courses

available based on your submitted ranking.

1. EXAM SUBMISSION DEADLINES

The official end date of the autumn semester 31st January 2026.

Exam dates will be announced in due time during the semester.

2. DESCRIPTION OF MODULES

2.1. Mandatory Module - Cross Cultural Communication and International Marketing

Content and purpose

Cross Cultural Communication

Contents:

Living in a foreign country and working across cultures require special skills and knowledge about different cultures and the business behavior in other countries.

The purpose of the course is to give the students an understanding and a knowledge of cultural communication seen from various aspects of business life.

Cultural knowledge, skills and competences are placed in a marketing, market communication, organizational, management and business negotiation perspective.

The students will not only gain a theoretical understanding and knowledge of various cultural theories but by the inclusion of a number of best-case examples from Denmark and internationally also gain insight and competences in how to market, communicate and negotiate in an international environment.

Furthermore, they will learn how organizations are designed and structured and managed and how to work in effective teams.

International Marketing

Contents:
How and why companies internationalize is the main element of this course. This educational element includes the company's internationalization and internationalization strategies, including market selection, how to enter new markets as well as the modification of the marketing-mix effort to adapt to new markets. In addition to this, the educational element also includes culture and the significance of this for the marketing-mix effort.

How companies are responding to changes in the environment as a trigger going international and what issues the company is facing when benchmarking against international competition. The company's internal sources of competitiveness are matched against the external opportunities and threats.

From a marketing point of view - which market offers the most opportunity when considering the company´s size and financial strengths. How can the company choose an entry mode into the selected market and what does the company need to be aware of in terms of risk assessment weighed against market opportunities.

Once decided on a new market, the company must develop a marketing-mix that considers the cultural and traditional aspects of the new market. The company must decide which elements to standardize and which elements of the marketing mix to adapt to the realities of the new market.

The cultural aspects of any market considered is analyzed with respect to the impact on the marketing mix as well as the implications for person-to-person negotiations when entering a new market. In cooperation with Cphbusiness international partners this elective will work on a real project for an international company. The content of the elective is project management in an international environment using digital tools for solving a problem for a company.

Learning objectives

Knowledge

The graduate will possess knowledge of:
- Theories of internationalization
- Methods of assessing market attractiveness and competitive strengths
- Pest analysis, with a focus on the Economic environment and basic factors such as GDP, inflation, balance of payment.
- Cultural theories, dimensions, and dilemmas
- Learning about cross-cultural management and how organizations are designed.
- Learning how to consider culture with regard to the marketing and communication perspective.
- Learning how to negotiate
- Understanding the business culture in Denmark and our management theories.

Skills

The graduate will be able to:
- Methods of assessing market attractiveness and competitive strengths
- Assess the company's readiness to go international
- Analyse and select most appropriate market for expansion
- Develop a strategy for entering new markets
- Develop an international marketing mix
- Analyse and assess the cultural implications of going international
- Interpret the economic environment of a country.
- Use key theories and concepts that are important to the company's internationalisation.
- The graduate will be able to put theories into practice with focus on doing business in an international environment.

Competences

The graduate will be able to:
- Manage development-orientated situations in connection with decisions relating to the company's internationalisation.
- Participate in academic and interdisciplinary collaboration in a professional manner in relation to the preparation of the company's internationalisation.
- In a structured context, acquire new knowledge, skills, and competencies in relation to the company's internationalisation
- The graduate will be able to work together with other people in an international environment.

Examination

Written hand-in with oral exam
The exam in this mandatory module is conducted in groups of 3 to 5 students and consists of a written and an oral part.

2.2. Data-Driven Sustainable Business Development

Content and purpose

Contents:

Become an attractive candidate for companies by learning how to work with data-driven decision making and digital transformation.

Danish small and medium-sized enterprises need your help!

A lot of Danish business owners and CEOs are motivated and inspired by reading articles about sustainability, green transition, data-driven readiness, digital transformation, data analysis, and how companies can achieve a faster and deeper understanding of their own markets, customers and sustainability performance through data insight. Many Danish companies are also required by law to measure their sustainability impact across all operations.

Understanding the principles and requirements underlying an increased (regulatory) focus on sustainability is very challenging. It requires insight into sustainability and data to measure company performance. Many companies lack insight into the data-driven readiness of their own organization. They do not know where to start, or which activities need reinforcement to embark upon this journey. On top of this – how do these issues connect with sustainability initiatives?

During this elective, you will learn how to analyse the data-driven readiness of a company. You will also gain insight into the underlying principles of sustainability and green transition. And you´ll learn how digital transformation and sustainability go hand in hand in real life.

Learning Objectives:

During the elective course you will:

1) be exposed to the newest knowledge within the areas of sustainable data-driven business development.

2) learn by working with real experiences from Danish companies.

3) prepare a diagnosis of the data-driven readiness of a given company and propose a concrete strategic action plan for future business growth.

This elective will teach you the foundations of digital transformation and data-driven readiness. Throughout the initial part of the elective, our focus will be on understanding data-driven decision making from a strategic perspective – coupled with a deeper insight into data governance and business process modelling. Based on this understanding, the elective will continue with learning about the most pressing issues concerning sustainability and green transition. The goal is for you to become able to support innovation and sustainability actions and targets.

All of the above – as well as the final exam - will take place in study groups of 4-5 fellow students.

Learning objectives

Knowledge

The graduate will acquire knowledge in:

- Central applied theory and method when working with data analysis.
- How to measure the maturity and data-driven readiness of the company.
- How a company can approach sustainability and green transition through data.

Skills and competences

- Applying central concepts in terms of assessing the potential for the company's growth areas, based on evaluation of the company´s data-driven readiness.
- Working with the most common models and theories within the field of sustainable business development.
- "Connect the dots" between digital transformation and sustainability.

Competences

The graduate will be able to acquire competences within the following areas:

- Assess a company´s data-driven maturity, within select fields of a company´s activities and business processes.
- Identify which types of sustainable innovation activities that can be driven by data.
- Participate in professional and multi-disciplinary collaborations with a professional approach to and understanding of data, digital transformation, and sustainability.

Examination

Type of exam
Written hand-in with oral exam.
Exams in the elective are conducted in groups of 3-5 students and consist of a written and an oral part.

Written part
The written part consists of a hand-in assignment that is prepared based on a handed-out case assignment.

Oral part
The oral part consists of the group giving a presentation based on the written submission, which is followed by an examination as well as voting and feedback. Individual grades can be given and all group members must be active both during presentation and examination

Duration
The duration of the oral part depends on the number of students in the group. It takes 20 minutes for the presentation and a further approx. 7½ minutes per. person for examination as well as voting and feedback.

Individual exam or group exam
Group exam

Maximum group size
5 students

2.3. Marketing Management and Business Development via AI

Content and purpose

Contents:

- A groundbreaking practical course where students are equipped with the latest knowledge on Artificial Intelligence, automation, faceless marketing strategies using AI, content automation with AI, and creative AI business models.
- The students will independently explore the possibilities of incorporating artificial intelligence into various tasks within a business, as well as implementing AI successfully within the business

(e.g. automating workflows with AI).

- The course is practice-oriented with the aim of promoting students' ability to implement AI in a business or to run a business using AI. Students will also gain the opportunity to explore the possibilities of starting their own business using AI.
- The elective course is based on a self-selected company. Group work is conducted throughout the course, and three Obligatory Learning Activities (OLA) must be completed to participate in the final oral group exam.
- We aspire to invite specialists and companies as external speakers to share their insights and experience with the students.

Learning objectives

Knowledge
The student will possess knowledge about:

- The role of AI in marketing and AI's potential to improve business results.
- Creative business models using AI.
- The fundamental concepts of Machine Learning and automation and how they can be applied to a company's marketing.
- Understanding chatbots and how they can be used in a company's marketing and business development.
- Automating workflows in a business– calculating the economic savings of using AI/automation.
- Creating AI content automation and implementing it.

Skills
The student will develop skills in:

- Applying AI in CRM and how it can improve customer relationships, identify target audiences, and target campaigns.
- Using AI in communication, such as social media and content creation.
- Applying AI in e-commerce and how it can improve online sales.
- Using AI in advertising and how it can improve target audience measurement.
- Applying AI in pricing optimization and how it can improve pricing.

Competences
The student will develop competencies in:

- Developing an AI strategy for a company.
- Implementing an AI strategy for a company.
- Measuring the impact of a company's use of AI.
- Optimizing a company using AI.

Examination

Type of exam
Written hand in with oral exam.

Duration
Duration varies based on group size.
The duration of the oral part depends on the number of students in the group. 20 minutes are allocated for the presentation, and an additional approximately 7.5 minutes per person for examination, voting, and feedback.

Written part
The written group assignment should include a brief description of the problem statement for the case company, as well as a review of the methods from the course that have been used to analyse the business. The students must demonstrate their solutions as well as reflect upon

advantages/disadvantages with use of AI for the chosen business.

Oral Part
The oral part consists of the group presenting a presentation based on the written submission. All students must participate in the presentation.

Formal requirements
The written part consists of a submission assignment of maximum 8 pages, which is submitted as a group on Wiseflow.

Individual exam or group exam
Group exam.

Maximum group size
4

Criteria for test assessment
This exam is a group exam, but individual grades can be given based on the students' participation in the submission assignment, presentation, and examination.

2.4. Social media marketing and online promotion – Hands-on

Content and purpose

Content:

In "Social Media Marketing and Online Promotion – hands on," we dive much deeper into the theories, terms, and models covered in the "Market Communication" course during the 2nd semester. The focus is on digital communication in a practical context, meaning that students will, in groups, create ads and campaigns on social media platforms, emails, content marketing, influencer marketing, user-generated content, and search engine ads for a company of their choice. The focus is on implementing a company's goals and strategies in digital media with an eye on brand and target audiences, as well as measuring the effectiveness in alignment with these objectives.

Students will be equipped to develop a social media strategy and execute it. We take it down to the practical level, where you will work with tools such as Facebook, Instagram, LinkedIn, TikTok, Google Ads, and more. You will also gain a deeper understanding of communication and written content creation.

The course involves working with META Business Suite, Google Ads, AI, and more, based on close collaboration with a company that the groups must find themselves.

Students will meet specialists and companies as external guest speakers in the course. We have previously had visits from employees of both large and small digital agencies, influencers, copywriters, and advertising agencies.

In the elective course "Social Media Marketing and Online Promotion – hands on," students will work in groups of approximately 5 students throughout the course.

Groups must participate in 3 OLA's (Obligatory Learning Activities) in order to be eligible for the exam. More information about the OLA's will be provided during the course.

Learning objectives

Knowledge
The student will gain knowledge about:

- The customer journey.
- Digital communication and marketing.
- Online consumer behavior.
- Online advertising opportunities.
- Technical and legal aspects of online advertising.

Skills
The student will gain skills in:

- Creating and executing campaigns on digital platforms.
- Identifying target groups and targeting campaigns.
- Creating targeted ads, emails, content, search engine ads, etc.
- Setting goals, evaluating, and creating a budget and ROI.
- Creating a content plan.
- Giving and receiving feedback.
- Crafting a targeted and relevant pitch.

Competencies
The student will gain competencies in:

- Planning and executing an online campaign in accordance with a company's goals and strategies.
- Working in the business managers of social media platforms.
- Developing a social media strategy for a company.
- Measuring the impact of an online campaign.
- Using META Business Suite and Google Ads.

Examination

Groups must participate in 3 OLA's (Obligatory Learning Activities) in order to be eligible for the exam.

Type of exam

Written submission with an oral exam.

Duration

All students in the group must participate in the presentation. The length of the oral exam depends on the number of students in the group. Approximately 20 minutes are allocated for the presentation, followed by about 7.5 minutes per person for examination, including grading and feedback.

Assignment type

The exam includes a written group submission and an oral group exam.

Written Part

The exam material must include the following:

- Brief introduction to the company (VPC).
- The target audience, including digital buying behavior.
- Campaign objectives.
- Budget.

Oral Part
A pitch directed at the company.
The pitch is based on the written exam material and elaborates on the digital solutions introduced in the written part. It also delves into the chosen digital communication strategy in relation to the company's

VPC and the target audience's characteristics. Additionally, it is important that the company understands the financial benefits of the proposed digital solutions.
All students must participate in the presentation.

Formal requirements
Max. 5 standard pages to be submitted as a group on Wiseflow.

Individual or Group Exam
Group exam.

Maximum group size
5

2.5. Sponsorship

Content and purpose

Purpose:

The purpose of the elective is to place sponsor activities into a marketing and sales framework where sponsoring strengths and weaknesses are in focus. It is based on the company's strategic and tactical communication needs. The students will not only gain a theoretical understanding but by the inclusion of a number of best-case examples from Denmark and internationally also gain insight and competence in best-in-class sponsorship activation. The work with sponsor activities focuses on sports and culture and to a lesser extent NGOs and social activities.

Contents:

- Sponsor activities in historical perspective.
- Sponsor business in international perspective – trends-
- Sponsorship theory and models Strengths / Weaknesses.
- The company's communication needs.
- Companies' use of sponsorships in Danish and international perspective.
- Sports sponsorships including e-sports.
- Cultural sponsorships.
- Sponsorship activation.
- Sponsorship measurement - RoI analysis models.
- Sponsorship valuation.
- Sponsorship in a CSR and HR perspective.

Title:
Companies' commercial use of sponsorship in sport and culture.

Objective: the student must achieve a high professional insight in sponsorship activities, which sponsor active activities to include in the company's marketing and sales activities. Work is both strategic as well as at a tactical and operational level, the students obtain skills in particular sponsorship specific research, impact measurement (Return on Investment), sponsorship value setting and activation. Sponsorship as a marketing and sales tool, students should be able to conduct analysis in sports and culture and with both marketing, cultural and international perspective.

Learning objectives

Knowledge
The graduate will possess knowledge on:

- Sponsorship's role, strengths and weaknesses in the company's parameter mix, both service and manufacturing companies.
- Sponsorship activities - online and offline.
- Sponsorships special rights matters, including IP rights and special S & E Rights (Sole & Exclusive).
- Sponsorships in historical perspective and significance today.
- Trends in sponsorships including an understanding of the difference in culture, respectively sports sponsorship.

Skills
The graduate will be able to:

- Set goals for and use sponsorship in national and international perspective.
- Handle sponsorships sales activities - including relationship building, hospitality and competitions.
- Use the sponsorship to various media platforms / genre - offline and online.
- Valuation and effect measurements for sponsorships.
- Use sponsorships in CSR context.
- Activate corporate sponsorships in various sales channels.

Competences
The graduate will be able to:

- Use sponsorships in national and international perspective as part of the company's marketing plan and activities.

Examination

Type of exam
Oral examination.
Examinations in the elective are conducted individually and consist of a presentation and an oral part.

Duration
The duration of the presentation and oral part is a total of 30 minutes including voting and feedback.

Formal requirements
The presentation has a duration of approx. 7½ minutes and shows the student's understanding of the subject based on a self-selected case. It can be either a sponsor or a rightsholder. The student formulates and argues for a relevant issue. The quality of the presentation is included in the assessment.

Individual exam or group exam
Individual

2.6. Visual identity, Web Design & SEO – Hands-on

Content and purpose

Content:

You will get hands-on experience in:
- Identifying a company's visual identity, photo style and need for logo and graphics.
- Editing photos (in Photoshop) and create graphics (in Illustrator)
- Building a fully functional website (in Wordpress) and create pages and content such as photos, maps, videos. contact forms, booking-requests and more.
- Optimising websites to search engines and writing attention-grabbing texts to engage web users to click trough to your site.
- Writing and creating content to attract and convert visitors.
- Building real-life cases in lectures for a company the group decides. The companies can also be own business concepts.

Visual identity
- Analysis and design of visual corporate identity including logo, icons and photo-style.
- Photo optimisation and manipulation.
- Logo design.
- Hands on tools: Adobe Photoshop and Illustrator.

Web design
- Analysis of websites. Design of new, or redesign of existing, websites and mobile websites.
- Hands on tools: Wordpress CMS, Google Key Word Tool etc.

Search marketing
- Analysis and optimization of both technical SEO and 'human SEO'.
- Google Analytics.

Learning Objectives

The general learning objectives, divided in knowledge, skills and competencies are:

Knowledge
- Express visually the corporate identity, brand and value proposition (online and offline) using the most used software programs.
- Web design, SEO, usability and test methods for user experience.
- CMS systems, design themes and plug-ins.

Skills
- Recommend a company's visual identity and communication based on identity, brand and value proposition.
- Recommend website structure, design, improved user-experience and conversation.
- Create content and plus content.
- Identify where SEO can be applied.
- Finding potential overlaps between content and SEO.

Competences
- Develop vector- and raster based graphic elements for online and offline use in accordance with a company's brand, identity and value proposition.
- Specify and develop a website in accordance with a company's brand, identity and value proposition.

- Develop SEO relevant content.
- Implement SEO in web design.

Examination

Type of exam
Exams in the elective are conducted in groups and consist of a written and an oral part.

Written part
The written part consists of a group-prepared synopsis based on the case company the group has worked with through-out the elective.

Oral part
The oral part consists of an individual presentation followed by examination, evaluation and feedback. Marks are individual.

Duration
The duration of the oral part is 15 minutes. Feedback and marks are given at the examination of all group members.

3. RE-EXAM PROCEDURE FOR ELECTIVE MODULES

If the student fails the exam on the first attempt, the procedure outlined below will apply.

1. If the regular exam in the mandatory module is not passed

The same rules apply as for the ordinary exam.
The format may vary.

2. If the regular exam in the elective Module 1 is not passed

The first re-exam attempt takes place together with the regular exam in Module 2, if the course is offered there.

If the course is **not** offered in Module 2, the first re-exam will be held approximately four weeks after the regular exam, with the same lecturer and external examiner. If a second re-exam attempt is needed, it will be conducted in the following semester, provided the course is offered.

If the course is not offered, the student may, through academic advising, choose a new elective for the third attempt or proceed with the second re-exam.

3. If the regular exam in Module 2 is not passed

The first re-exam will be held approximately 4–5 weeks after the regular exam, with the same lecturer and external examiner.

If a second re-exam attempt is needed, it will be conducted in the following semester, provided the course is offered.

If the course is not offered, the student may, through academic advising, choose a new elective for the third attempt or proceed with the second re-exam.