

# Marketing Management

# facts



BUSINESS  
ACADEMY  
SOUTHWEST

Management  
& HR

Sales &  
Marketing

Service

Offshore  
& Industry

Architectural  
Technology &  
Construction

Design  
& Media

Finance

IT

# FACTS

**EDUCATION TITLE:**

Marketing Management AP

**PROGRAMME:**

AP Degree Programme

**DURATION:**

2 years

**LOCATION:**

Esbjerg  
Sønderborg

**SEMESTER START:**

January (Esbjerg)  
September

**LANGUAGE:**

Danish (Esbjerg & Sønderborg)  
English (Esbjerg & Sønderborg)

**DEADLINE FOR APPLICATION**

Foreign students: 15th March/15th October  
Danish students: 5th July/18th December

**THE PROGRAMME**

The AP Degree in Marketing Management is in the lead when it comes to marketing, selling, communication, management and business law.

The two-year education has a practical base and an international focus which means that you acquire comprehensive knowledge about the financial, legal, cultural, organisational and global factors that impact on the marketing measures taken by a company or an association.

The programme 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.

## ELECTIVES

During your studies you will have elective courses. Choose between the following (changes might occur/more will come):

- Digital Marketing
- Event Management
- Human Ressource Management

## INTERNSHIP

The last semester includes a 3 month internship where you have the opportunity to work in a company in Denmark or abroad.

## ESBJERG

Spangsbjerg Kirkevej 103, 6700 Esbjerg  
phone: +45 7613 3200, e-mail: vest@easv.dk

### STUDY COUNSELLING ESBJERG:

phone: +45 41 99 1299,  
e-mail: studievejledning-vest@easv.dk

## SØNDERBORG

Alsion 2, 6400 Sønderborg  
phone: +45 7440 3200, e-mail: syd@easv.dk

### STUDY COUNSELLING SØNDERBORG:

phone: +45 41 99 1200,  
e-mail: studievejledning-syd@easv.dk

## APPLICATION

Apply at [www.optagelse.dk/admission](http://www.optagelse.dk/admission)  
Winter intake: Find application form at easv.dk

## BEFORE

### ENTRY REQUIREMENTS:

- An upper secondary examination certificate: A-levels, HF, HHX, HTX, STX including mathematics or business economics level B and English level B

If you hold a certificate from a foreign institution of education or another type of AP degree, this will be considered separately

## DURING

### 1ST YEAR:

- International Marketing
- Economics
- Sales and Marketing Communication
- Organisation and Supply Chain Management
- Business Law

### 2ND YEAR

- International Marketing
- Economics
- Elective Programme Elements
- Internship
- Final Exam Project

## AFTER

### JOB:

- Purchasing Agent
- Salesman
- Sales Assistant
- Sales Supporter
- Export Salesman
- Marketing Assistant
- Marketing Coordinator
- Communications Assistant

### FURTHER EDUCATION:

- Bachelor's Degree in:
- International Sales & Marketing

**easv.dk**



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