

VIA Design & Business

Bachelor's Degree Programme in Design and Business

Admissions Assignment

Study Start: August 2021

Branding & Marketing Management

Dear student

Your admission to VIA Design & Business started when you submitted your application to our website www.via.dk, and you are now ready for the next step in the admissions process. Three more steps in the admissions process must be completed before we can inform you whether you have been admitted to the Bachelor's Degree Programme in Design and Business.

STEP 1 – Admissions assignment

STEP 2 – Interview (if a personal or Skype interview is required, you will be invited)

STEP 3 – Selection

Selection process

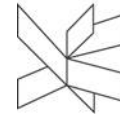
If your admissions assignment qualifies you for admission, you may be admitted to the course programme without a personal interview.

If we consider your admissions assignment to have potential, you will be invited to a personal interview.

If your admissions assignment does not qualify you for admission, you will be notified that your application for admission has been rejected.

Important deadlines

Week 12	You will receive an e-mail from VIA with information about how to hand in your admissions assignment. Your admissions assignment must be uploaded to WISEflow. We use WISEflow for digital hand-in of exams, assignments, etc. You will receive a link from WISEflow to activate your user profile. When we communicate with you by e-mail, we will use the e-mail address stated in your application for admission. Remember to check your spam filter in case you do not receive any e-mail from us.
12 April 2021 at 12:00 AM	Deadline for uploading your admissions assignment to WISEflow.
Week 19-20	You may be called in for a personal interview.
31 May 2021	Information regarding your admission will be available on nemStudie.



Practical information

The admissions assignment as well as any extra material must be uploaded to WISEflow.

All your documents MUST be in one PDF-file. Handing in individual pages may lead to rejection of your admissions assignment.

Please also upload:

- Your CV
- Your diploma or transcript of records if you have not yet completed your entry exam.

If you apply for admission to two speciality programmes, you must upload an admissions assignment for both speciality programmes in WISEflow.

Admissions process

STEP 1 - Admissions assignment

Assignment

The admissions assignment consists of a motivational letter arguing for your choice of speciality programme, a personal portfolio and an assignment.

All material must be uploaded as one PDF-file.

Motivational letter

The purpose of your motivational letter is for you to explain why you wish to enroll in the speciality programme applied for and why you will be a dedicated student.

Inspiration for your motivational letter could be:

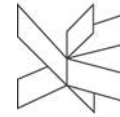
- Why have you chosen to apply for this speciality programme? Where is this speciality programme relevant to you?
- Which subject areas are you primarily interested in and why?
- How will you contribute to VIA Design & Business' Branding & Marketing Management speciality programme?
- Do you have any experience relevant for your studies?

Length of motivational letter: approx. 1 page of 2,400 typing units (including spacing).

Assessment criteria: Your motivational letter will be assessed based on the relevance of your experience and interests to the speciality programme as well as the extent to which you demonstrate ability to contribute to the dynamics of the speciality programme.

Personal portfolio

The portfolio must include a minimum of three different elements and document comprehensiveness in your competences within the mercantile subject areas, for



example sales, marketing, retail and branding. It can be creative (graphical) work, excerpts from academic assignments you have prepared, etc.

Length: Max. 20 pages and max. A3-format. Please scan your 20 pages into one PDF file.

Please also give reasons for including the different elements in your portfolio (max. 1,200 typing units (including spacing)).

Assessment criteria: The creative and academic level of the portfolio.

Written assignment

Your written assignment should be based on the brand Gucci. In your assignment, you should:

1. Prepare a target group description of Gucci' target group using primary empirical research (please explain how you have chosen to conduct your primary empirical research)
2. Prepare a value proposition canvas (Oesterwalder) where you describe, analyse and assess Gucci' value proposition in relation to their customers.
3. You should suggest improvements to Gucci's value proposition with their target group in mind.

Length: Max. three pages of 2,400 typing units (including spacing).

Assessment criterion: Your assignment will be assessed based on your ability to describe, analyse and assess Gucci's value proposition canvas.

STEP 2 - Personal interview

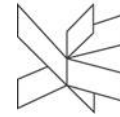
25-minute personal interview. 10 minutes for your presentation and 15 minutes for motivational interview, dialogue and Q&As.

Your presentation should focus on the following questions. Please prepare a response to the questions:

- **Your motivation for applying for admission to the Professional BA Degree Programme in Design and Business and the Branding and Marketing Management speciality programme**
Prepare a short presentation accounting for your wish to obtain a bachelor's degree, your future plans as well as your level of ambition.
- **Presentation of portfolio**
Please bring your portfolio and present the best element from the portfolio.

STEP 3 - Selection

The final selection is based on an overall assessment of your admissions assignment, the interview and your marking.



Your assignment should demonstrate that you have Branding & Marketing Management potential and will be assessed based on your written and visual communication, your creativity/innovative approach, your business understanding and your argumentation in general. Furthermore, the admissions assignment should demonstrate your motivation for the Branding & Marketing Management speciality programme.

We will inform you of whether you have been admitted to the Professional BA Degree Programme in Design and Business on nemStudie.

Have fun preparing your admissions assignment.