



VIA Design and Business – Branding and Marketing Management

Course overview for exchange

1st semester (Autumn semester)	
ECTS: 30 Start-and end dates: Mid-August – End of January Courses: <ul style="list-style-type: none"> • Specialty courses (15 ECTS) • Common module (15 ECTS) <p>Modules are fixed and students cannot choose other subjects. Students will receive 30 ECTS points – no more and no less.</p>	
Course	Purpose
Specialty courses 15 ECTS	Brand theory, strategy and innovation 5 ECTS The course combines branding theory with behavioural economics and evidence-based perspectives on the market and strategy. We work with market formation and innovative branding approaches with a focus on sustainability and the special logics of the lifestyle industry.
	Corporate branding 5 ECTS The course is based on the company's strategy and includes project management and management of business-oriented strategic processes based on a sustainable branding and market-oriented approach. Analyzing market data forms the basis for profitable and responsible decisions.
	Consumer behavior 5 ECTS The specialty course in Consumer Behavior qualifies the student to understand consumer behavior in a cultural, societal and branding marketing context, as well as the implications of this for communication.

<p>Common module 1: Design and Business Project 15 ECTS</p>	<p>The Design & Business project consists of three subject elements Design, Business and Technology.</p> <p>The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development. The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis. Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions.</p> <p>The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's business model for the purpose of developing innovative and sustainable business concepts.</p> <p>The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions. Focus is on supportive, industry-relevant technology, material innovation and prototyping which contribute to the green transition of the industry. Research design, data analysis and use of data should ensure validity in the development of solution models.</p>
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2nd semester (Spring semester)

ECTS: 30

Start-and end dates: End of January – Very end of June

Courses:

- Common module (15 ECTS)
- Specialty Courses (10 ECTS)
- Electives (5 ECTS)

Modules are fixed and students cannot choose other subjects.

Students will receive 30 ECTS points – no more and no less.

Course	Purpose
Common module 2: Explore the Industry – Conscious Innovation 15 ECTS	<p>Explore the Industry consists of three subject elements Design, Business and Technology.</p> <p>The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development. The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis. Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions.</p> <p>The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's business model for the purpose of developing innovative and sustainable business concepts.</p> <p>The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions. Focus is on supportive, industry-relevant technology, material innovation and prototyping which contributes to the green transition of the industry. Research design, data analysis and use of data should ensure validity in the development of solution models.</p>
Specialty courses 10 ECTS	<p>Applied Brand Communication 5 ECTS</p> <p>The specialty course is based on problem-based application of the specialty's disciplines in a cross-media context.</p> <p>Management and Strategy 5 ECTS</p> <p>The course is based holistically on the company's strategic objectives and works with business-oriented strategic and practical processes based on a sustainable branding and marketing-oriented approach.</p>

Electives 5 ECTS	Digital Sales 5 ECTS The elective uses an analytical, conceptual, creative, commercial and mediated approach in working with digital sales and marketing of companies. Moreover, the course focuses on students' developing an innovative and sustainable mindset.
	Global Business and Digitalisation 5 ECTS The elective covers development and design of creative and innovative concepts and solutions for global markets. The course uses a value-oriented approach and focuses on practice-based, user-centered issues for the purpose of working with digital as well as analogue branding from a sustainable perspective.
	Data-driven Business Development 5 ECTS The elective aims to qualify students' understanding of data-driven business development. Therefore, students should gain knowledge about central trends, tools and analytical techniques for processing and using data for assessing and developing sustainable business opportunities.