Meet the world
VIA University College

VIA Design and Business – Branding and Marketing Management

Course overview for exchange

<table>
<tr>
<td colspan="2" align="center">1st semester (Autumn semester)</td>
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ECTS: 30
Start-and end dates: Mid-August – End of January
Courses:
- Specialty courses (15 ECTS)
- Common module (15 ECTS)

Modules are fixed and students cannot choose other subjects.
Students will receive 30 ECTS points – no more and no less.

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<tr>
<td align="center">Course</td>
<td align="center">Purpose</td>
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<tr>
<td rowspan="3">Specialty courses
15 ECTS</td>
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Brand theory, strategy and innovation
5 ECTS

The specialty course is centered on company strategy and focuses on business-oriented, strategic and practical processes using a creative, innovative branding and marketing approach.

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Corporate branding
5 ECTS

The specialty course is centred on company strategy and focuses on project management. The course also focuses on managing business-oriented strategic processes using a branding and marketing approach. Analysing market data forms the basis of profitable and sustainable decisions.

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Consumer behavior
5 ECTS

The specialty course in Consumer Behavior covers development and design of practice-based and user-centered cross-media communication products. The course focuses on company strategy, set of values and user perspective.

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Common module 1: Design and Business Project 15 ECTS	The Design & Business project consists of three subject elements Design, Business and Technology. 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. 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. 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. Research design, data analysis and use of data should ensure validity in the development of solution models.

2nd semester (Spring semester)

ECTS: 30
Start-and end dates: End of January – Very end of June
Courses:
- Common module (15 ECTS)
- Design and Business Project – Sustainable Lifestyle Business 2030 (15 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	Explore the Industry consists of three subject elements Design, Business and Technology. 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. 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.
	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. Research design, data analysis and use of data should ensure validity in the development of solution models.
	The Design & Business project consists of three subject elements Design, Business and Technology.
	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.
	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.
	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. Research design, data analysis and use of data should ensure validity in the development of solution models.
Common module: Design and Business project 15 ECTS Interdisciplinary course – replaces internship for exchange students	The purpose of the course is to give students knowledge about different sustainable approaches and working methods to become able to experiment, test and develop new entrepreneurial models for the lifestyle business with focus on creative processes, sustainable innovation, entrepreneurial and logistic processes. The course is an interdisciplinary and a practice-based course that will include pre-and proto typing and research with various aspects of the process from material components, manufacturing methods to calculation as well as recycling and communication processes.