

PROFESSIONSBACHELOR UDDANNELSE, DESIGN & BUSINESS
Branding & Marketing Management

1½ års studie

1. semester	2. semester	3. semester
<p>15 ECTS SPECIALFAG 5 ECTS Brand theory, strategy and innovation 5 ECTS Corporate branding 5 ECTS Consumer behaviour</p>	<p>15 ECTS FÆLLESFAG 15 ECTS Explore the Industry - Conscious innovation</p>	<p>5 ECTS VALGFAG</p> <p>PROFESSIONSBACHELOR VALGFAGSPRØVE</p>
	<p>FÆLLESFAGSPRØVE, DELPRØVE 2</p>	<p>10 ECTS SPECIALFAG 5 ECTS Brand communication and management 5 ECTS Management and strategy</p> <p>PROFESSIONSBACHELOR SPECIALFAGSPRØVE</p>
<p>15 ECTS FÆLLESFAG 15 ECTS Design & Business Projekt</p> <p>FÆLLESFAGSPRØVE, DELPRØVE 1</p>	<p>15 ECTS PRAKTIK</p> <p>PROFESSIONSBACHELOR PRAKTIKPRØVE</p>	<p>15 ECTS PROFESSIONSBACHELOR PROJEKT</p>