



**SOCRATES - ERASMUS PROGRAMME
Learning Agreement**

Academic Year 2010/2011 Spring semester 2 Field of study: Marketing

Name of student:
Sending Institution:
Country:

Details of the proposed study programme: Marketing Management programme

Receiving Institution:	Tietgen Business College
Country:	Denmark

Course Unit Code (if any)	Course Unit Title (as indicated in the information pack)	Number of ECTS Credits
International Sales and Marketing 10 ECTS	1. Market research	4
	2. Growth strategies	3
	3. Market selection and entry strategies	3
Economics 5 ECTS	Capital budgeting and funding	3
	2. Descriptive economics and the theories of trade	2
Communication, Organisation and Management 5 ECTS	1. Management and the supply chain	2
	2. Analysis of culture	2
	3. Innovation	1
Business Law 5 ECTS		5
Total ECTS (Compulsory)		<i>25 ECTS</i>
Elective subject (choose 1 subject)	Statistics or 2. foreign language or Service Management or Innovation and Entrepreneurship	<i>5 ECTS</i>
TOTAL		30 ECTS

Student's signature

Date

Sending institution

We confirm that this Programme of study/ learning Agreement is approved

Dean's signature

Departmental Co-ordinators signature

Date

Date

Receiving institution

Departmental Co-ordinator's signature

Institutional Co-ordinator's signature

Lars Høst-Madsen

Date

Date