

AP Degree Programme in Design, Technology and Business Admission Assignment – September 2017

Branding & Marketing Management, VIA Design

Practical information

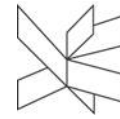
The admission assignment must be submitted electronically. Therefore, please scan your material into one document and e-mail it to applica.ak@via.dk.

Your application may be declined if your admission assignment is not filed in one document.

Your admission assignment will be assessed, and you will be enrolled in VIA Design course programme if your admission assignment complies with our admission requirements. You may be asked to take part in an interview as well.

Important deadlines

15 March	The admission assignment must be submitted to applica.ak@via.dk electronically
March – May	Skype interviews
Ultimo June	Applicants will be given notice of admission or rejection electronically
28. July 2017	Information about admission on the application portal Optagelse.dk



Admission assignment

The main purpose of the admission assignment is for you to account for and reflect on why you have chosen to apply for admission to the branding and marketing management programme at VIA Design. Your task is to convince VIA Design that you have the motivation and commitment required to participate in, and complete the course programme.

Your admission assignment should cover the following:

- Why do you apply for admission to the branding and marketing management programme?
- Why is the branding and marketing management programme particularly attractive and/or important to you?
- Which subject areas of the branding and marketing management programme are you most interested in and why?
- Which present trends do you see within branding and marketing?
- Do you have any previous and relevant experience in the subject area of branding and marketing management? If yes, please specify.
- How will the course programme in branding and marketing management support your career goals, e.g. what are your dreams for the future?
- Give one or two examples of previous problem statements you have made for academic reports (during High School or likewise)

The maximum length of the admission assignment is approx. two standard pages of 2200 typing units each (excluding spacing).

Have fun preparing your admission assignment.