

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

Retail Design and Management, VIA Design

Practical information

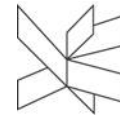
The admission assignment must be submitted electronically. Therefore, please scan your material into one document and e-mail it to applica.ak@via.dk.

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 argue and present why you have chosen to apply for admission to the Retail Design and 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:

- Please define retail of today.
- Please define cross channel and the implications it has on the retail industry.
- Please relate to a bad service experience you have had as customer in a store. List minimum 3 recommendations you would make as the store manager.
- Enclose a picture example of a store. Describe why you would like to highlight this store – i.e. the impact the store has on customer behavior. Your description and visual illustration can include store design, visual means, appeal to senses, personnel, service, marketing, social media or other elements of the store, which in your opinion affects your desire to visit and/or shop from this store.
- Please state your contribution to the retail design and management programme. This can be your own learning, the learning of the class, the community of class or something completely different.
- Please state any previous and relevant experience in the subject area of retail design and management. If you have previous retail experience please specify.
- Please describe how the course programme in Retail Design and Management will support your career goals.

The maximum length of the admission assignment is max. 5 standard pages of 2400 typing units per page - excluding visual illustrations.

Enjoy preparing your admission assignment.