

BA Top-Up Degree in Design and Business

Admission Assignment – August 2016

Branding & Marketing Management

Practical information

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

VIA Design can receive a maximum of 50 MB per e-mail.

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

There are three steps in the admission procedure:

STEP 1 – VIA Design receives and assesses your admission assignment.

- a. If your admission assignment qualifies you for admission, you will be admitted to the course programme without a personal interview.
- b. If your admission assignment qualifies you for admission to the course programme, you may be invited to a personal interview.
- c. If your admission assignment does not qualify you for admission to the course programme, you will be notified that your application for admission has been rejected.

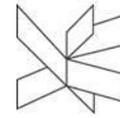
If you apply for admission to two speciality programs, you must submit an admission assignment for both speciality programs.

STEP 2 - Personal interview.

STEP 3 - The final selection of candidates will be made after all interviews have been conducted, and applicants will be given notice of admission, waiting list or rejection.

Important deadlines

30 March	The admission assignment should be submitted electronically to design.assignment.ba@via.dk
Week 19-20	Possibility of interview
1 June	Applicants will be given notice of admission, waiting list or rejection



Admission assignment

STEP 1 - The admission assignment

The admission assignment consists of a motivation letter stating your reasons for applying for admission to the course programme, a personal portfolio and a supplementary written assignment.

Motivation for applying for admission to the course programme:

The purpose of the motivation letter is for you to state your reasons for applying for admission to the speciality course programme and to explain why you will be a dedicated student.

You can use the following questions as inspiration for your motivation letter:

- Why have you chosen this speciality programme? Why is this speciality programme attractive to you?
- Which subject areas are you specifically interested in and why?
- How will you contribute to VIA Designs branding and marketing speciality programme?
- Do you have any previous experience relevant for the course programme you are applying for?
- How does the course programme match your future career goals?

The motivation letter should be between 250 and 500 words.

Personal portfolio:

The portfolio should include a minimum of three different elements and should document comprehensiveness in your competences within the Branding & Marketing Management speciality.

Length: Max. 20 pages and max. A3-format. The 20 pages must be one PDF document.

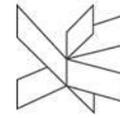
Please give reasons for including the different elements in your portfolio.

Max. length ½ A4 page.

Supplementary written assignment:

For preparing your assignment, you could take inspiration in the book: Aaker, D. (2002): Building Strong Brands. Simon & Schulster. Chapters one, three and six are specifically relevant for the purpose of the admission assignment.

Choose a brand and answer the following questions:



1: Use a brand model (for example the brand equity model figure 1-3 in Aaker, D.) to assess whether your brand generates value. You should assess: How the brand contributes to improving brand loyalty and brand awareness in practice? How is the message of the brand you have chosen communicated? Which brand associations are the customer invited to make?

Can you suggest ways in which the brand can improve its brand equity using the principles of the brand equity model mentioned above?

This part of the assignment carries a weight of 40% of the overall assessment of the assignment.

2: What is the brand identity? Specify the core identity as well as the extended identity of the brand. Identify the functional, emotional and self-expressive advantages associated with the brand. Prepare a value proposition of the brand.

This part of the assignment carries a weight of 30% of the overall assessment of the assignment.

3: How can the core identity of the brand as well as its value propositioning be used for developing a brand statement? Develop a brand positioning statement for your brand.

This part of the assignment carries a weight of 30% of the overall assessment of the assignment.

STEP 2 - Personal interview

20-minute personal interview. The interview will focus on the following questions. Please prepare a response to the questions:

- **Why do you wish to obtain a bachelor's degree?**
Prepare a short presentation accounting for your wish to obtain a bachelor's degree, your future plans as well as your level of ambition.
- **Presentation of portfolio**
Please bring the best element of your portfolio and make a five minute presentation of the element.

STEP 3 - Selection

The final selection of candidates will take place after the completion of step 2, and applicants will be given notice of admission, waiting list or rejection by e-mail.

Have fun preparing your admission assignment.