

# VIA Design & Business

## AP Degree in Design, Technology & Business

### Admissions Assignment

Study Start: September 2020  
Branding & Marketing Management

Dear student

Your admission to VIA Design & Business started when you submitted your application to [www.optagelse.dk](http://www.optagelse.dk) and you are now ready for the next step in the admissions process. Three more steps in the admissions process must be completed before we can inform you whether you have been admitted to the AP Degree Programme in Design, Technology & Business.

**STEP 1 – Admissions assignment**

**STEP 2 – Interview** (if a personal or Skype interview is required, you will be invited)

**STEP 3 – Selection**

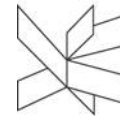
**Selection process:**

- If your admissions assignment qualifies you for admission, you may be admitted to the course programme without a personal interview.
- If we consider your admissions assignment to have potential, but we need clarification of certain aspects of your assignment, you will be invited to a personal interview.
- If your admissions assignment does not qualify you for admission, you will be notified that your application for admission has been rejected.

**Important deadlines**

|                          |  |
|--------------------------|--|
| Week 13                  | You will receive an e-mail from VIA with information about how to hand in your admissions assignment. Your admissions assignment must be uploaded to WISEflow. We use WISEflow for digital hand-in of exams, assignments, etc. You will receive a link from WISEflow to activate your user profile. When we communicate with you by e-mail, we will use the e-mail address stated in your application for admission. Remember to check your spam filter in case you do not receive any e-mail from us. |
| 6 April 2020 at 12:00 AM | Deadline for uploading your admissions assignment to WISEflow.   |
| *Week 22-23              | You may be called in for a personal interview.   |
| *28 July 2020            | Information regarding your admission will be available on VIA's Admissions Portal.   |

\*As a result of the Corona crisis, we reserve the right to change the dates.



### Practical information

The admissions assignment as well as any extra material must be uploaded to WISEflow.

If you apply for admission to two speciality programmes, you must upload an admissions assignment for both speciality programmes in WISEflow.

## Admissions process

### STEP 1 - Admissions assignment

There are two assignments that you must complete as part of the admissions process.

#### Assignment 1

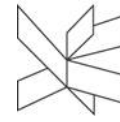
The main purpose of the admissions assignment is to account for and reflect on why you have chosen to apply for admission to the Branding and Marketing Management speciality programme at VIA Design & Business. Your task is to convince VIA Design & Business that you have the motivation and commitment required to participate in and complete the course programme.

Your admissions assignment should cover the following:

- Why do you apply for admission to the Branding and Marketing Management course programme?
- Why is the branding and marketing management course programme particularly attractive and/or important to you?
- Do you have any previous and relevant experience (perhaps peripheral experience) in the branding and marketing management speciality area? If yes, please specify.
- What will you do to make your academic ability match the requirements of an AP degree programme?
- How will the course programme in branding and marketing management support your career goals?
- How would you assess your competence in English on a scale from 1 to 5 where 5 is the best?

*Assessment criteria: Your assignment will be assessed based on your motivation, your preparedness for studying, relevant education and experience.*

The max. length of assignment 1 is one page of 2,400 typing units (including spacing).



## Assignment 2

Please describe, analyse and assess a topic of your interest within the branding and marketing management speciality area. Your assignment should be based on your own perception, experience and interests as well as three sources that illustrate the topic (for example articles, online debates, websites or other resources). Make sure to list the resources you use.

*Assessment criteria: Your assignment will be assessed based on your written communication, choice of methods, analysis, critical sense and ability to reflect.*

The max. length of assignment 2 is two pages of 2,400 typing units (including spacing).

## STEP 2 - Personal interview

The personal interview has a duration of 20 minutes: 5 minutes for your presentation and 15 minutes for motivational interview, dialogue and Q&As.

- **Presentation of admissions assignment**  
Please bring your admissions assignment and present it.
- **Your motivation for applying for admission to the AP Degree Programme in Design, Technology & Business and the branding and marketing management speciality programme**  
Please account for your choice of speciality programme, your future plans and your level of ambition.

## STEP 3 - Selection

The final selection is based on an overall assessment of the admissions assignment and the interview.

We will inform you of whether you have been admitted to the AP Degree Programme in Design, Technology & Business on VIA's Admissions Portal.

Have fun preparing your admissions assignment.