

VIA Design & Business

AP Degree in Design, Technology & Business

Admissions Assignment

Study Start: September 2021

Branding & Marketing Management

Dear student

Your admission to VIA Design & Business started when you submitted your application to 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 12

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.

12 April 2021 at 12:00 AM

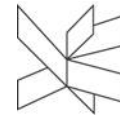
Deadline for uploading your admissions assignment to WISEflow.

Week 21-22

You may be called in for a personal interview.

28 July 2021

Information regarding your admission will be available on nemStudie.



Practical information

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

All your documents MUST be in one PDF-file. Handing in individual pages may lead to rejection of your admissions assignment.

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

As a branding & marketing employee in the fashion and lifestyle industry, you are naturally creative and marketing-focused. You see digitalisation and sustainability as a precondition for success in the fashion and lifestyle industry.

Your admissions material must demonstrate your branding & marketing potential, and you will be assessed based on your analytical, but also your creative understanding.

The admissions assignment must help illustrate your basic competences and should not be considered a test with only one answer.

You must complete three assignments as part of the admissions process.

Please number your assignments from 1 to 3 in the top right-hand corner.

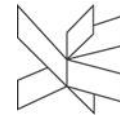
All your material must be uploaded as one PDF-file.

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?

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 could for example be based on how the social media have influenced marketing in recent years, or how you think sustainability will affect the fashion or furniture industry. You must use at least three sources that illustrate the topic (for example articles, online debates, websites or other resources). Make sure to list the resources you use.

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

Assignment 3

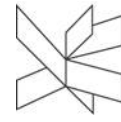
Tell us a bit about yourself and your interest in branding & marketing in the fashion and furniture industry. How did you find the course programme, and how did you prepare for applying to the Branding & Marketing Management speciality programme? What are your plans for the future and what kind of job would you like to have?

The max. length of assignment 3 is one page in A4 format of 2,400 typing units (including spacing). Assignment 3 must be in English.

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 nemStudie.

Have fun preparing your admissions assignment.