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TAKE ON AN INTERNATIONAL SALES AND MARKETING MANAGEMENT

# INTERN

- A win-win for students and businesses

## **WHAT IS AN INTERNATIONAL SALES AND MARKETING MANAGEMENT BACHELOR?**

The Bachelor of International Sales and Marketing Management programme is an 18-month programme completed to top-up another short-cycle higher education programme such as the Academy Profession Degree in Marketing Management or the Academy Profession Degree in Retail Management. The programme is primarily tailored to small and medium-sized enterprises with international business-to-business sales and marketing functions. Students become qualified to maintain job functions within these areas independently and professionally.

International sales and marketing management bachelors typically work as coordinators, team members or project managers within sales, marketing and exports.

## **WHAT DOES AN INTERNATIONAL SALES AND MARKETING MANAGEMENT BACHELOR HAVE TO OFFER?**

Bachelors of international sales and marketing management have worked on projects during their studies and have therefore learned how to apply theoretical knowledge, methods and tools to practice within the two core areas of their study: sales and business development in an international perspective.

They have specialist knowledge in subjects such as sales/marketing, supply chain management, management/organisational theory, economics and law. They are qualified to develop, assess, manage and implement international sales strategies; work on product and concept development; and analyse, assess and apply legal methods and tools in support of sales activities in businesses



## **DID YOU KNOW THAT 95% OF ALL BUSINESSES THAT TAKE ON INTERNS ARE SATISFIED WITH THEIR INTERN FROM ZIBAT?**

CLOSE TO YOU  
CLOSE TO A JOB

with an international focus. Furthermore, they can assess how a business uses parameters, with special emphasis on sales efforts. Finally, they can analyse and plan the distribution and logistics system of a business, as well as prepare marketing plans and marketing strategies.

### **WHAT'S IN IT FOR YOUR BUSINESS?**

Students from ZIBAT possess a broad range of the qualifications demanded by businesses today. ZIBAT students have the most up-to-date knowledge within their field and can therefore look at your business with a fresh pair of eyes. We know from our experience with internship collaboration that internships lead to exciting and fruitful outcomes for everyone involved.

An intern can:

- provide fresh blood, new knowledge and new perspectives on your business;
- help perform day-to-day tasks in your business;
- help perform analyses, development projects, calculations, campaigns or design projects which would otherwise not have been prioritised;
- help solve problems facing your business;
- be your informal meeting with a potential future employee with a degree.

### **ABOUT THE INTERNSHIP**

The internship takes place over three months and the average working hours are 37 hours per week. During the internship, the intern is to take an active part in performing academically relevant work and should be given opportunity to perform job functions independently which have a direct link to the international activities of the business within the areas of business-to-business sales and marketing. Employees at the business are expected to serve as sparring partners for the intern.

Immediately after completing the internship period, the student prepares an internship report in which he or she reflects on the outcome of the internship experience. The report is assessed as either passed or failed and the assessment result is included in the final exam certificate.

### **EXTENDED COLLABORATION**

After the internship, the student will be required to prepare his or her final bachelor project. The collaboration between you and the intern may be extended to include the exam project if you and the intern can agree on a relevant problem definition which meets the terms of the exam project. The exam project is a study project and must therefore meet certain formal requirements. The extended collaboration should be seen as an extra opportunity for your business, as well as for the intern, for even more in-depth study; in-depth study which could result in creative and readily applicable solutions, reports etc. for use by your business.

### **THE PRACTICALITIES**

There are no requirements for the size or structure of the business. However, you must be formally registered as a business; either in Denmark or abroad.

The student is responsible for finding a business and establishing an internship contract with the business. The contract is established by filling out an internship contract form. Before the contract can be approved, the student must discuss the content of work assignments with the internship coordinator and the business.

We will allocate a supervisor to the student for the duration of the internship, and this supervisor will act as the liaison between your business and ZIBAT. The internship supervisor will also serve as a sparring partner for the intern during the internship.

We expect you to allocate a contact person from your business who can answer any questions the intern may have concerning work assignments and working conditions, and who can represent your business at meetings with the internship supervisor. We also expect the work assignments that you allocate to the intern to be academically relevant, and we expect you to allocate appropriate resources to supervise the intern.

There are a few general terms and conditions for the internship:

- office hours and work assignments for the internship period are agreed between the intern and the business;
- the internship is generally unpaid, as the intern will continue to receive a monthly study grant (SU) from the state during the internship;
- the intern reports to the business if he or she is unable to come to work due to sickness;
- the business can always contact ZIBAT should problems occur during the internship period;
- the intern will be covered by the business' industrial injury insurance and liability insurance.
- During the internship, the student will be enrolled in the Bachelor of International Sales and Marketing Management programme at ZIBAT.

### **INSURANCE DURING THE INTERNSHIP**

Pursuant to Executive Order no. 937 of 26 November 2003 on industrial injuries protection for students, students in internships are covered by the Industrial Injury Insurance Act and, therefore, like ordinary employees, they must be covered by the industrial injury insurance and liability insurance of the business.

### **FURTHER INFORMATION**

Find your local internship coordinator here:  
[www.easj.dk/praktikkoordinatorer](http://www.easj.dk/praktikkoordinatorer)