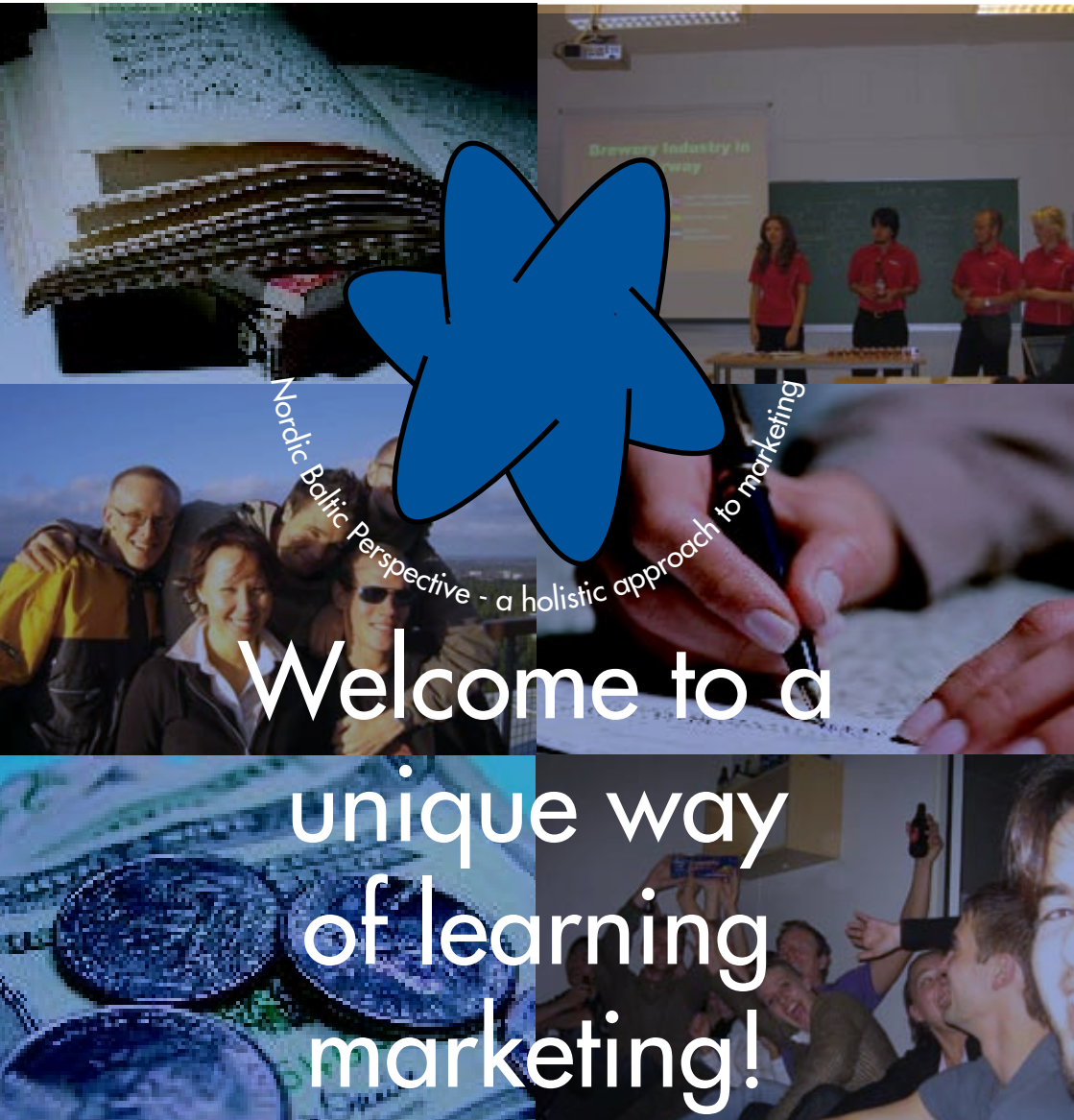


# Nordic Baltic Perspective

- a holistic approach to marketing



Nordic Baltic Perspective - a holistic approach to marketing

Welcome to a  
unique way  
of learning  
marketing!

Nordic Baltic Perspective is a unique course in marketing. It is a joint course in the NordBiz network of universities.

The aim is to introduce a Nordic Perspective into marketing and give the students a possibility to work in a multicultural environment and create their own Nordic business network.

# What is Nordic Baltic Perspective?

This is a unique course in marketing which is a joint course in the NordBiz network of universities. The aim of the course is to introduce a Nordic perspective into marketing and to give the students the possibility to work in a multicultural environment and create their own Nordic business network of future business people during the course.

The course is different from other marketing courses on 3 aspects:

- ★ It has a Nordic perspective in marketing theory in contrast to the dominant Anglo-American perspective - so the students will focus on aspects much more close to home and often more relevant to the businesses in which they will be working
- ★ It deals explicitly with cultural differences and other differences between Nordic and Baltic countries
- ★ It brings together students from 6 different countries for a first-hand experience of working together with students from other countries. And they are having the experience of a life-time

Moreover, the course focuses on disciplines in which the Nordic countries traditionally are very competent and consequently, the main focus is on Nordic businesses. These disciplines are among others service marketing, relationship marketing and networking.

At the beginning of the course the students are asked to prepare an assignment solved in groups at their home university. This report constitutes the data used for an intensive course at one of the 6 partner universities. The intensive course at one of the partner universities has a duration of 10 days. During these 10 days the participants are working in multicultural groups preparing a Nordic report about a specific industry.



Groupwork

# Stories

“ Nordic Baltic Perspective is an exceptionally good course that I have benefited a lot from both professionally and socially. It offers a unique possibility to prove your skills against students from the Scandinavian and Baltic countries and thereby getting to know how much your competencies are worth internationally.

I chose to participate in the course because it represented a perfect variation of the day-to-day study and was a fantastic opportunity to test some of the theories from our subjects in real life. To me, it mattered a great deal that I could study abroad and meet students from other countries. I find it very important to shed light on cultural differences and help secure a smooth cooperation across borders.

The course developed my knowledge about relationship marketing and it enhanced my understanding of cultural differences and their influence on bilateral trade, management etc. A course like this is good for your personal development, and I came home with a Nordic-Baltic network that I have benefited a lot from since the course.

All in all Nordic Baltic Perspective has brought a lot of value to my education on a professional level as well as on a personal level. ”

## Steen Fleck, BSc student in International Management

“ I spent 10 days in Finland where I followed the Nordic Baltic Perspective course, and it was a great experience with a large professional benefit. It was intensive, and we were busy, but that was great, and the stay was very profitable both professionally and personally.

It was great to study in an international environment and to discuss things with people from other countries, because it gave us a broader variation in perspectives. People with other nationalities some times have very different viewpoints, and it's a good learning experience to try to see things from a different angle.

The stay was also a good opportunity for personal development, and I made a lot of new contacts that I stay in touch with via Messenger. But it wasn't only the international network that was improved, because the stay was actually good team building for my Danish study group as well.

In my group we worked on a project about the Nordic brewery industry, and apart from writing our report about marketing strategy, we also visited different companies and held a beer tasting, where every nationality presented beers from their own country. ”

## Rasmus Poulsen, BSc student in International Management

# Exchange

# The Industry Report

- Market analysis from a Nordic Point of View

This report is an important part of the course and could cover subjects from tourist business to the beverage industry or other businesses, the only pre-requisite is that the Nordic and Baltic region have strong competences within the chosen industry.

The report should cover aspects such as:

**LAWS PERTAINING TO BUSINESS**  
**MARKET CONCENTRATION**  
**BASIC SALES FIGURES**

In short it should describe the competitive environment in the chosen business and touch on aspects important to the penetration.

This aspect of the programme ensures that the students accepted will have extensive knowledge on how it is like to start up a business or manage an already established company in highly competitive markets.

Reports from the different countries will be the input from the cross-national analysis that will take place at the organizing university. The national groups will split up and new multi-cultural groups will be formed with participants from the different countries.

The new assignment is to analyse and compare the reports with regards to a number of aspects including:

**DESCRIPTION OF THE WHOLE NORDIC MARKET**  
**CULTURAL DIFFERENCES**  
**BUSINESS CHARACTERISTICS**



# Scenic Destinations

# The Cultural Assignment

- using the unique Reppo Web Surrounding

A number of Nordic Cultural Comparative tasks will be solved using the tool Reppo Web Surrounding - this tool is unique and developed by Lahti Polytechnic for the purpose of:

## DESCRIBING AND MAPPING CULTURAL STEREOTYPES BY DIFFERENT VARIABLES SUCH AS REGIONAL, NATIONAL AND CROSS-NATIONAL CHARACTERISTICS

The focus of this assignment will be Nordic stereotypes but discussions on cultural issues as a whole will also take place.

Before the intensive course at the partner institution there will be an assignment managed through the web. The purpose of this assignment is to make you familiar with Rappo Web Surroundings and also to introduce you to a common Nordic and Baltic mindset and perspective, which is the vantage point of the entire course.

The actual course will be undertaken during a stay at the respective partner institution - each year a new partner institution is hosting this arrangement.

During the stay at one of the partner institutions there will be a lot of extra curricular activities such as visits to local industries and businesses, social gatherings with the participants from the other nationalities and lectures and excises.

“ *THIS IS SERIOUS BUSINESS AND SERIOUS FUN* ”

The actual course will have a duration of 10 days, and including preparation it will involve a workload of approximately 15 days and will result in 7.5 ECTS points.



Friends for life

# The



## University of Aarhus, Institute of Business and Technology

University of Aarhus, Institute of Business and Technology (AU-IBT) was established in 1995 as a new and interesting educational institution with a holistic view on business economics, international business languages and communication, management and engineering. It is the only institution in Denmark which teaches both business and engineering subjects. Since the start AU-IBT has doubled in size and now more than 1,500 students attend AU-IBT and close to 250 teachers and staff are employed at AU-IBT.

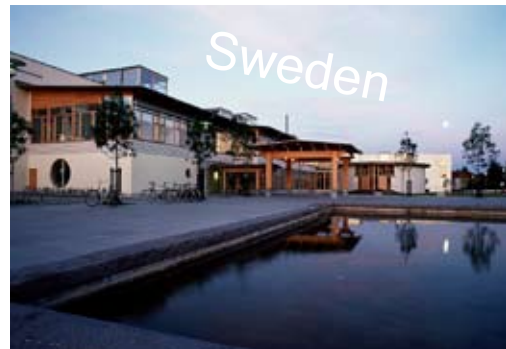
Visit [www.hih.au.dk](http://www.hih.au.dk) for more information.

## Mälardalen University

Mälardalen University (MU) has campuses in Eskilstuna and Västerås with approximately 16,000 students and over 1,000 employees and is expanding rapidly. Half of the 16,000 students is studying engineering or natural science and the other half is enrolled in social science, behavioural science, humanities or health science.

MU has established research areas in engineering and technology, natural science, humanities, social science and health science.

Visit [www.mdh.se](http://www.mdh.se) for more information.



## Tallinn University of Technology

Tallinn University of Technology (TUT) in Estonia, is located in Tallinn, the capital of Estonia, approximately 10 kilometres from the centre of the city. The main building houses five faculties, the building of the Faculty of Economics and Business Administration is situated away from the main campus.

TUT is one of the largest universities in Estonia, providing an inter-disciplinary higher education and technological advancement. TUT has over 11,000 students and a staff totalling 1,750.

Visit [www.ttu.ee](http://www.ttu.ee) for more information.



# Partners

## Telemark University College

Telemark University College (TUC) is the sixth major state college in Norway with over 4,000 full time students and a staff of over 400. The college is situated in the south-eastern part of Norway. The campuses are geographically spread from the mountains to the coast.

The campus at Notodden provides a panoramic view for its 1,500 students across this small, post-industrial town. The rural mountain landscape setting is perfect for total immersion in the folk life studies which Rauland offers.

Visit [www.hit.no](http://www.hit.no) for more information.



## Lahti University of Applied Sciences

Lahti University of Applied Sciences (LUAS) is a large, multi-disciplinary institution of higher education. It is a centre of expertise with over 5,000 enrolled students and approximately 200 full-time teaching staff.

LUAS is located in Southern Finland. Seven faculties operate in a number of locations in Lahti, with the main central campus area within a kilometre from the city centre, close to Lake Vesijärvi and the Salpausselkä outdoor recreation area. Part of the Faculty of Business Studies at LUAS is located a few minutes walk north of the city centre.

Visit [www.lamk.fi](http://www.lamk.fi) for more information.



## Reykjavik University

Reykjavik University (RU) is located at four premises and each location is equipped with modern, first-rate facilities. Students have round-the-clock access to those facilities every day of the year by use of an electronic access card.

The natural value of the RU area will be taken into account in its development and great emphasis is placed on the successful interaction between RU, its surroundings, and other activities in Vatnsmyri for the common benefit of all stakeholders. The overall goal in this respect is to make the area environmentally sound, pleasant and accessible to the public.

Visit [www.ru.is](http://www.ru.is) for more information.



# The Nordic-Baltic Co-operation



## THE PARTICIPANTS IN NORDIC BALTIC PERSPECTIVE ARE:

DENMARK -	KURT NØRGAARD PETERSEN
ESTONIA -	REIN RIISALU
FINLAND -	RITVA KINNUNEN
ICELAND -	HALDÓR ÖRN ENGILBERTSSON
NORWAY -	PER ISAKSEN & HELGE KAASIN
SWEDEN -	INGEMAR HAGLUND & CARL G. THUNMAN

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