

## **International Semester Specialising in Marketing**

# **Study up north!**



Study place: Harstad	Duration: Autumn semester	
Language: English	Credits: 30 ECTS	



# Study up north!

Specialise in marketing in Harstad – your Arctic study destination. Our staff at the Business School welcome you to an international semester focusing on marketing, experiences, and tourism. We look forward to meeting you.

## **Course package (30 ECTS) – Specialising in Marketing – Bachelor level**

**Retail management (7,5 ECTS)** This course provides an in-depth look at retail management with a focus on brick-and-mortar operations, covering essential topics like retail strategy, competitive advantage, omni-channel retailing, and store design.

**Service management and innovation (7,5 ECTS)** This course explores service management in marketing, covering the unique traits of services, balancing intangible and tangible elements, customer and business roles, and the importance of innovation in service design, delivery, and development.

**Tourism management (7,5 ECTS)** This course provides an essential introduction to the tourism industry, addressing its supply and demand dimensions. Students will gain a broad understanding of tourism history, key destinations, market segmentation, and management of tourism and hospitality.

**Experience development (7,5 ECTS)** This course examines society's shift to the experience economy, focusing on experiences as key economic offerings. It explores co-creation, value creation, and consumer influence, covering diverse areas like nature, culture, and lifestyle while emphasising consumer power in marketing.

## **Relevance**

This course package equips students with essential skills for roles in tourism, retail, service, and experience management. Students are prepared to enhance customer engagement, drive sustainable business growth, and apply innovative strategies across diverse industries and global markets. It includes lectures, seminars, company visits, and field excursions – blending theory with practical experience.

## **Why you should choose Harstad as your study destination:**

- Central location - UiT in Harstad is beautifully located on the harbour promenade in the town centre, surrounded by fjords and mountains
- Uniqueness and quality of the studies
- Small scale teaching environments
- Modern facilities and close dialogue with the professors
- Wide range of services provided by the Arctic Student Welfare Organisation
- Nearby student accommodation available
- Excellent year round conditions for outdoor activities – winter ski trails reveal magical snowy landscapes under the Northern Lights, while summer hikes through forests and mountains lets you bask in the Midnight Sun, with options for all fitness levels

## **About UiT The Arctic University of Norway**

- UiT is the northernmost university in the world, providing an excellent opportunity to study in the Arctic region
- We are a medium-sized research university that contributes to knowledge-based development at the regional, national and international level
- Total number of students: 16 700 (approx.: 1 200 in Harstad)

## **For more information, please visit:**

[en.uit.no](http://en.uit.no)





## **Attendance**

Teaching and examinations require physical attendance.

## **Entry requirements**

We welcome students from all our partner universities, as well as our own business students. Exchange students from partners do not pay tuition fee.

## **Accommodation**

Our Student Welfare Organisation offers student housing in Harstad and prioritises accommodation for exchange students. For more information about application and other offerings please visit: [samskipnaden.no/en](http://samskipnaden.no/en)

## **How to apply**

You must be nominated by your home university first. For more information about the UiT application process please visit: [en.uit.no/education/studentexchange](http://en.uit.no/education/studentexchange)

