

Winter exam 2009/10

14 days assignment

Tourism, Internship, 9th semester

Student Name XXX

An internal, individual, written assignment. The exam is a written 14 days take-home assignment. The point of departure of the assignment is the set of questions the examiner has formulated on the basis of a list of references and a problem delimitation that the student has handed in.

The student must demonstrate theoretical knowledge and analytical skills within the chosen topic area and must show the ability to analyse a general and/or specific problem area of relevance to his/her internship organisation. The assignment must be based on well-founded arguments and written in correct English.

References to relevant theories must be stated clearly in the assignment (e.g. Therkelsen 2007:3). The assignment must not exceed 20 normal pages (2400 type units). Number of normal pages must be stated on the first page of the assignment.

Together with the 14 days take-home assignment, the student is to hand in his/her experience report which must not exceed 6 normal pages.

Questions:

1. Describe briefly how local products (tagged with Made In Nordjylland) are integrated into VisitNordjylland's branding strategy and planned branding activities.
2. Contrast the strategy with relevant dynamic branding model(s) identified from literature. How should generic models be adjusted (and contextualized) in order to embrace the complexities of place branding?
3. Make suggestions for how new synergies among local lifestyle products may be enabled from a marketing (customer-oriented) perspective?

The three questions should be given equal attention by the student as they are given the same weight in the final evaluation.