



# Ready. Study. Run.

SUMMER SCHOOL IN AARHUS, DENMARK  
1 July 2019 – 12 July 2019

The summer school 'Ready. Study. Run' is a 2-week course where you will get to work with all the business aspects of running in the centre of Aarhus, the second largest city in Denmark.

During the summer school you will obtain hands-on experience by doing market research, creating a marketing strategy and launching a real run. Furthermore, the course includes presentations and visits from local running communities and clubs so you can learn more about their business and marketing.

It's not an absolute must that you bring your running shoes, but they will help you run in Aarhus!

**Apply no later than  
1 March 2019.**



# What do I get out of it?

You will gain an in-depth understanding of the field of running and learn how it can be a commercial success, a cultural liaison, an urban meeting place, a marketing tool and a road to the Olympics. You will obtain the necessary theoretical insights into relevant research methods, innovation, cultural insight, marketing tools, as well as trends and project management within the business of running. Besides getting international experience, you will be introduced to working across disciplines with students from different educational and cultural backgrounds.

You will gain knowledge, skills and competencies that are highly attractive in today's labour market:

- Strengthening of your international competencies
- Various cultural dimensions involved in teamwork and marketing
- Market research methods and actual strategy implementation
- Trends within running
- Working under short deadlines
- 5 ECTS / credits

## Practical details

The summer school is open to under graduate (bachelor) business students who have completed at least one year of their programme. You do not need to be a runner, but you should have an interest in running and of course business.

Tuition is free for Business Academy Aarhus's partner universities but accommodation and social activities must be covered by participants.

## Estimated budget (for partners)

Expenses	Prices
Flight tickets (to AAR, BLL or CPH)	€270 – €670 (depending on departure country)
Transportation to and from airport	€46 – €107 (depending on arrival airport)
Accommodation	€402– €536 (double room, sharing with breakfast)
Course related trips and transportation	€70
Other meals	€200
<b>In total</b>	<b>From €1000</b>

**See more:**  
**[www.baaa.dk/study-run](http://www.baaa.dk/study-run)**