

Exchange Santander 2022



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1. Where and when did you study abroad?

I studied at Cesine university located in Santander which is a city in the northern part of Spain from the 15. September 2022 until 1. February 2022.

2. What KEA program did you attend at the time?

I study Entrepreneurship and Design on my third semester.

3. What classes did you take during your semester abroad? Please briefly explain what each class was about.

I needed four courses consisting of 7,5 ECTS points each to earn my required 30 ECTS points. Four to five individual tasks, two progress tests, one group assignment, and the final project were due for each course. Although it might seem like a lot, it was manageable and not at all unpleasant or stressful. There was plenty of time to complete the assignments because my lessons did not begin before 4 in the afternoon or end after 8 in the evening.

Social Media Management

In social media management we primarily learned about how to use social media to market yourself or a company. In connection with this topic, we had to create our own fictitious company and build an identity and create interaction for the company on social media.

Digital Marketing

Digital marketing is very similar to social media management. The difference between the two subjects is that digital marketing focuses more on how to analyze various digital media and how to use strategies, theory in practice.

I would therefore highly recommend only choosing either digital marketing or social media management because they are so similar to each other and many of the theories and strategies are repeated in both classes.

International Commerce

International Commerce was the course I struggled the most with, primally because I've never worked or learned about International Commerce before. In this class we learned about general trade, exchange of goods, incoterms, services, and capital across national borders.

Audiovisual Technology and Communications

In this course we focused on everything that has to do with creating a movie, short film, or anything in that category. We learned how to make a shot list, shooting plan, storyboard, write a script and camera angles. After this we had to film a total of 3 commercials in small groups where we had to test our theory in practice.

Academic Experience

1. How helpful was the receiving school in the process of choosing classes and settling you in?

They sent me a list of all the possible courses and then I just choose the four that I thought was the most interesting. Therefore, I didn't really need their help that much when choosing. However, when I arrived, I wanted to change one of my previous courses after two weeks and that was no problem changing the course immediately. So, in that way the receiving school was very helpful when needed.

2. What classes/study experiences did you find the most rewarding? Why?

I found audiovisual technology and communications to be the most interesting and enjoyable of all my courses. We worked a lot in practice, which added a nice dynamic to the class, and learning the basics about making a potential commercial or movie was extremely interesting.

3. What classes/study experiences did you find least relevant or least valuable to you? Why?

As previously mentioned, I would only choose either digital marketing or social media management because they are so similar.

International Commerce was hard for me to find value in mostly because i'm not so interested in the topic and not planning on either working with something related to international commerce or using it in the future. But besides this, the teacher was super nice and very talented.

Cultural/Personal Experience

1. What challenges did you experience culturally while being abroad?

First of all, I chose to travel alone, which was difficult, but already after 2-3 days I felt completely comfortable and at home in the city. The biggest challenge was that the majority of the people living in Santander are very local they only speak Spanish and can't communicate in English. I only knew hola and adios before moving there and still managed to communicate with google translate, guessing and body language. But, if possible, I would highly recommend either taking some Spanish courses before or whilst staying there which the university also offers.

a. How helpful was the receiving school in this process?

As mentioned, before they provide free Spanish classes and courses so you could improve your Spanish if you wanted to. Therefore, I would say they're generally helpful if you need help with anything

2. What was the best cultural/personal experience during your studies abroad?

My experience with Santander exceeded all my expectations. Northern Spain is, in my view, really underrated and insanely beautiful. Furthermore, Santander is not far from Bilbao and San Sebastian, among others, which made it possible to go to a bit bigger local cities and explore them. In addition, domestic flights are also really cheap, which made it possible to fly to, among other places like Barcelona, Madrid or Valencia and take a weekend trip

But in general, it was living the late Spanish lifestyle which gave me the opportunity to surf during the day and then go to school in the late afternoon that was most rewarding.

3. What advice would you give other KEA students going to study abroad at the receiving school?

The receiving school is very chill and easy going. It can be hard to get a reach of them by email so I would therefore recommend if you need to get in contact with them, to call them instead.

Practical Experience

1. How was the application process?

The application process was a lot easier than expected. The process was clear and easy if you just remembered to keep an eye on your MO and email. In addition, I wrote a lot with Hanne Vang during the process if I had the slightest question or doubt and always got quick help if needed.

a. What did KEA help you with?

Kea helped me a lot with all the practical stuff of the application process and offered me to meet up with people who went on exchange in Santander to hear about their experience before leaving.

b. What help did you receive from your school abroad?

I didn't receive a lot of help from the school abroad because I didn't need it.

2. Did you have any practical difficulties settling down in at your destination?

Not really. The city is very easy to navigate around and as soon as my contract with my apartment was fixed, I didn't experience any difficulties.

a. How helpful was the receiving school in this process?

I didn't reach out for their help in any of this.

4. Where did you live?

I lived on a street called Calles Peñas Redondas which is located very close to the city center and a 30-40 minutes' walk to school. I really didn't mind living that far from school and it was nice to walk every day. But if you wanted to you could take a bus directly to school in 10 minutes. The school's location is very close to the beach so if you prefer living closer to the beach, I recommend checking out locations close to school.

a. Was it difficult to find accommodation?

No, I found some Facebook Erasmus groups and posted that I was looking for accommodation and within a few days I found my first apartment. The only problem with accommodation was that my landlord didn't speak a word of English, but we managed to communicate and understand each other with some help from Google Translate.

I ended up moving out of my first place because I found another place to live with 2 other people from KEA so I thought that would be more fun.

b. Was it expensive?

In my opinion it was not expensive at all compared to Denmark. I ended up paying 220€ for my accommodation without heating and water but with everything included I ended up paying around 230-250€ pr. Month for a nice room in a big apartment.

5. What kind of expenses did you have in general? a. Did you spend more or less money than you budgeted with?

My expenses basically consisted of rent, gym membership, plane tickets, food and alcohol. In addition, I spent far less than expected on both food and drinks because the prices in both restaurants and the grocery store are exceptionally low. A typical lunch in Santander consisted of a coffee and a Spanish tortilla for 2,5 euro.

