

# Exchange Report

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BE-IT INT

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# Introduction

Prior to going on exchange I was studying Business Economics and IT at KEA. When I had the opportunity to complete a semester abroad I knew I wanted to do it, but hadn't yet decided exactly where I wanted to go. Later I decided I wanted to go somewhere within Europe and, mostly because of the weather factor, I soon chose Spain to be the perfect location to go to. Deciding to go to Santander was very spontaneous and I mostly decided on this location because I had heard very good things about the north of Spain and the close access to the beach as well as the nature intrigued me. Naturally, since I hadn't previously been to Santander I left for exchange with very little expectations regarding both the school and the city. Santander as a city exceeded my expectations and is such a beautiful and nice place. The main difference I realized from the school was the fact that the teachers took attendance at the start of class. Otherwise I'd describe the school as very chill and quite easy.

## School and academic life

The courses I took were; Social Media Management, Audiovisual technology & Communication, International Commerce and Digital Marketing. From the courses I had I personally liked Audiovisual technology best, since it allowed us to be creative with what kind of commercials to make in order to market a product or a service. Social Media Management and Digital Marketing were quite similar in consideration to the content of the courses, and in the classes we discussed for example what recently has been going on in the social media environment, tools to use in order to optimize a brands' use of digital platforms and other relevant topics similar to this. In the course International Commerce we discussed how globalization has changed the way importing and exporting is done for products and services, as well as the different means of transportation. International commerce was definitely the most academic and challenging course out of the ones I had picked. We had to choose the courses we wanted to take prior to going on exchange, but personally I had to change the courses when I arrived, because some subjects were overlapping with each other. Since, I've studied Spanish in high school I'd also picked some classes that were taught in Spanish with English support, but had to unfortunately drop out of these, since my Spanish wasn't that advanced and the English support very limited. Within all the courses we did a lot of group work and almost all assignments had to be completed with other people. Regarding the teachers, they all applied a very traditional way of teaching and the classes usually consisted of the teacher lecturing about the topic, and the assignments regarding the subject were left as "homework". This way of teaching is personally not really my favourite, but I also quickly got used to it.

## Living in Spain

Living in Spain was also an exciting cultural experience and I would say that culturally the most different thing was the Spanish siesta, where everything is closed for a few hours each afternoon, and in general the fact that Spanish people eat dinner and go out in general so

late at night. Personally I would highly recommend to attend the Erasmus events that are organized, since it's a great way to meet other exchange students and make new friends. Even though Santander is a small city, there's still a lot of nice things you can do. Obviously, surfing is very big in the north of Spain, and the most beautiful beaches and best waves are just one short ferry-ride away. Santander is also a very beautiful city in itself, so you can do a lot of hiking and walking around there in the beautiful landscape. Further, it has a lot of great restaurants with speciality in both Pinchos and Tapas. Since it's located only about one hour away from Bilbao and a bit more from San Sebastian, it is also a must to visit these cities!

## Practical aspects

Regarding the practicalities, I travelled to Santander with a lay-over in Barcelona and took another flight from there to Santander. I know many students also travelled to Bilbao and take the bus from there (about one hour), since the airport there is much bigger. As one might expect the living costs in Spain are a lot cheaper than in Denmark, and I shared an apartment with three other lovely roommates and paid 230e in rent. The apartment was found through Facebook, and I would hugely recommend to join Erasmus exchange groups created for finding accommodation. Our apartment was located in the city, which was lovely, but since Cesine being close to the beach we had about a 40 min walk to the school. Some of the other exchange students I knew lived closer to the beach/school, but personally I preferred to live in the city, but I guess this is individual for everyone and where they'd rather stay. Regarding eating expenses we mostly ate out because it being so cheap, and for reference the price for lunch (including a coffee and a spanish omelette) was around 3e.

## Conclusion

Overall, I'm very happy with my study abroad experience and would recommend anyone who's thinking of going to Santander to go there. I've met some lovely people and having the opportunity to live in Santander for a semester was absolutely amazing.

