

Exchange report

1. Where and when did you study abroad?

Santander Spain, January 2022 - June 2022.

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

Brand Design Top up

3. What classes did you take during your semester abroad?

Please briefly explain what each class was about.

Marketing plan: Everything with creating a marketing plan.

Management skills: Learning about management and leadership theory and how to apply it in real life situations.

Digital marketing: theory of online marketing and executing different digital marketing projects.

Creating a wining business: The creation of a fictive company and everything with it. Budget, marketing, product, marketing plan, leadership ect.

Academic Experience

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

They were really helpful and very flexible. A few classes I didn't like and they let me switch even though it was already two weeks into the semester. They took it very chilled.

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

Management skills because it was something I have never learned about and it was very relevant to me. The teacher was also really motivating and made sure we had a good time in class.

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

Marketing plan: A lot of the material was something I had already learned

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and the level was pretty low compared to Kea + the teacher was extremely unprofessional and had a really poor teaching style, which was de-motivating.

4. What classes would you advice other KEA students going to the receiving school to choose or not to choose?

Take management skills and not marketing plan with Carlos.

Cultural/Personal Experience

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

No one speaks English, only very few locals. But you can get really far with google translate and body language.

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

They provide a Spanish course which will help with the language. So I would say they provide help if you want it.

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

Sitting at a cafe drinking a coffee and eating tortilla while watching people walk by.

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

Find an apartment good time in advance, since the nice ones get taken really quickly and choose Santander if you want a chill vibe with good nature and beautiful beaches. Don't come here if you only wish to party and meet a lot of foreign people because it will probably disappoint.

Practical Experience

1. How was the application process?

It was very straight forward and easy.

a. What did KEA help you with?

Guiding me to the right school.

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

Lea the student coordinator help with any questions even personal stuff, she would always be one the phone and was overall very helpful.

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

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your destination?

No.

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

Very helpful see number b.

3. Where did you live?

Calle san Celedonio 15.

a. Was it difficult to find accommodation?

No I found it online before hand and booked in advance. (Make sure to take a lot of pictures and videos when you arrive and pay the deposit by bank wire, since a lot of landlords scam and doesn't give the deposit back. Also make sure to hand over the keys and get a signature that the place is left in good condition.

b. Was it expensive?

I paid 400 euro per month. But living expenses in general is cheaper than DK. A beer or wine at a bar is 1-2 euro.

4. What kind of expenses did you have in general?

Food, alcohol, weed, Gym membership, traveling.

a. Did you spend more or less money than you budgeted with?

I spent a little bit more, because I chose to travel a lot. But you can live more cheap than in DK if you wish to.

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