



SANTANDER 23/24

1. Where and when did you study abroad?

I studied abroad during my 3rd semester from September 2023 to January 2024.

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

Entreprenørskab og Design, AP degree

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

I took four different classes each with 7,5 ECTS point resulting in a total of 30 ECTS points.

The classes i took were:

Business Plan Management

We worked in the same group of 3-4 people during this class. We had one big assignment - coming up with a business, and creating a business plan for said business. We worked on the business plan report during the entirety of the semester until we handed the finished product in, and finished it off with a presentation. We got continuous feedback during the course.

Consumer Culture

We learned about consumer culture in a historical and psychological aspect. With the knowledge we gained along the way, we could very effectively make use of working on the assignments we had throughout the course. These assignments included analyzing different advertisements - both recent and old - in accordance to human psychology and the given time it was released.

Digital Marketing

We learned how to effectively analyze an existing company's digital marketing efforts, with a lot of theory to back it up. The teacher was very good at giving us specific examples and scenarios in relation to what she was teaching us about. We had cases of a few different companies, both Spanish and international which gave a very broad understanding. We also reflected and learned about the future of digital marketing, which is incredibly useful.

Social Media Management

This class was quite similar to digital marketing, but I still found it interesting to have both classes, as this is the way I would like to go career-wise. Again, we analyzed existing companies, but with a slightly different approach. We did a lot of competitor analyses, which helped us make time- and resource-specific action plans in order to improve their social media marketing efforts.

Academic Experience

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

The Spanish culture is different from Danish culture - especially regarding time. At first, I had overlapping classes - and so did a lot of other international students. This means that you cannot be 100% sure that you will end up with the classes you initially got assigned to. To me this was fine, as I actually slightly regretted one of my classes - and now had a good reason to change it. It was a more laid-back and fluffy process, but in the end, everything worked out completely fine.

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

Consumer culture was my favorite class. It was interesting throughout the entire course, and the teacher was absolutely lovely. Very professional, nice, and kept on track with the curriculum - which is something I can't say about some of the other teachers, unfortunately. Overall - I liked that all courses had multiple assignments which we got feedback on. This helped me understand my level in the class, and identify where I needed to work harder.

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

Business plan management was the least valuable to me - not because of the content, but because of the teacher. He would go off track during the majority of most classes, and often

times chat with the Spanish students in Spanish. It's notable to mention, that the class was supposed to be taught in English. I basically had to teach myself the class. Luckily, he had uploaded some extremely useful and very good notes. However, the final presentation we did went very well, as he gave very detailed feedback and asked interesting questions. I would have loved that level of engagement during the whole semester.

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

I wouldn't choose business plan management if I could choose over. Also, social media management and digital marketing are very similar classes, and it is not necessary to have both.

Consumer culture is a great class, which I would definitely advise you to take if you are interested in it.

Practical Experience

1. How was the application process?

It was quite easily navigable to me. The platform used to fill out everything, Mobility Online, gives a good overview of everything.

a. What did KEA help you with?

Reminders. I'm not the best with deadlines, so KEA has been super helpful in reminding me when things are due.

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

I did not really need any help with anything.

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

Not at all.

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

I did not need help.

3. Where did you live?

I lived in a very nice two-bedroom apartment in the city center with another KEA student.

a. Was it difficult to find accommodation?

Not when I started really looking. I used the platform Idealista and messaged a bunch of people. It wasn't long before I got an interview, a virtual tour, and signed a contract.

b. Was it expensive?

We paid 780€ in total excluding expenses. It was way cheaper than Copenhagen, but you can also find cheaper apartments. Ours was very pretty with a great location, which is why it was a bit more expensive than what some others paid.

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

The rent was the most expensive expense, and other than that, the usual expenses were groceries and going out to eat/drink. I probably paid the most money for little weekend trips - but it wasn't that expensive. Buses and flights are very cheap when they are domestic. I would really recommend to go on these sorts of trips.

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

Probably a bit more, but that was due to little trips. Definitely worth every penny though.

5. What kind of income did you have during your exchange?

a. Did you receive SU and/or Erasmus

Yes, both - this was my only income.

b. Did you apply for any grants and did you receive any?

I did not apply for any other grants.

Cultural/Personal Experience

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

The language barrier! The people in Santander rarely speak any English. This was quite difficult, but also forced me to learn some Spanish and use it, which was nice. I also personally think it adds to the charm and authenticity of the city.

I also had to get used to siesta. I like the idea of it, but I would often forget it, especially in the beginning.

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

We had the option to take Spanish classes. I did the first few of these, but they were scheduled at 9 am, and I'm just not a morning person - especially in Spain - so I quit them after a while.

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

I have a few:

- Getting to meet and befriend people from basically all over the world was extremely rewarding.
- I loved staying in a relatively small city. There were close to no tourists at all, which made the experience very authentic. Santander is also just a beautiful city surrounded by many small towns with amazing nature. I had never been to northern Spain before, and it exceeded my expectations.
- Traveling to different cities in Spain made me realize how big and different Spain actually is. Spain is one of my favorite countries, and I felt extremely privileged to get to live there and travel there.

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

Explore the villages surrounding Santander. There are beautiful hiking routes with amazing nature and beaches. I used the app "Komoot" to find hiking routes.

Use the app "Moovit" for public transportation - Google Maps does not work for public transportation in Santander.

Take advantage of already being in Spain - travel to other cities in Spain. The tickets are cheap!

Especially enjoy summer in Santander. Go surfing if you like that, or just go to the beaches. I started to really miss summer when it started raining almost daily. But summer lasts longer in Spain!

And lastly, just enjoy, go with the flow. Everything will work out.