



# SANTANDER 24/25



# Exchange Report – Cesine University, Santander

**University:** Cesine University, Santander

**Period:** September 16, 2024 – January 21, 2025

**KEA Program:** Entrepreneurship and Design, 3rd semester

## Academic Experience

### Courses

I chose four courses, each worth 7.5 ECTS, so in total 30 ECTS. Each course included 4-5 individual/group assignments, a final project, and an exam after the Christmas break. My schedule was very spread out, with classes from 9:00 AM to 9:00 PM, sometimes with long breaks in between. Sometimes it was a bit annoying that my classes were spread out across the whole day, but we still had plenty of free time to activities etc.

Monday	Tuesday	Wednesday	Thursday
	Marketing Fundamentals 9:00-10:30		
	Spanish 10:00-11:00 4,5 Timer		Marketing Fundamentals 10:30-12:00 5 Timer
		Spanish 11:00-12:00 3 Timer	
		Audiovisual Technology and Communications 15:00-16:30	
	Cross-Cultural Management Tues 15:30-17:00		
Audiovisual Technology and Communications 17:00-18:30	2,5 Timer		Cross-Cultural Management 17:00-18:30
	Social media 19:30-21:00		1 Time Social media 19:30-21:00

### Audiovisual and Technology

The course I found the most exciting was Audiovisual and Technology. We learned about film production, including how to create shot lists, shooting plans, storyboards, and scripts, as well as working with camera angles. For a practical assignment, we produced two commercials in small groups, which allowed us to apply our theoretical knowledge in practice. It was a cozy and enjoyable course where we had the freedom to work independently. It was a great way to get to know people, and it was nice to have the opportunity to be creative.

### Marketing Fundamentals

This course covered the basics of marketing and was quite similar to what we had previously learned at KEA, such as SWOT analysis, positioning maps, segmentation, value propositions, and product analysis. Our teacher loved showing commercial videos that we had to analyze and discuss based on the strategies different brands use.

## **Social Media**

In this class, we explored the role of social media in digital communication and marketing. We worked both theoretically and practically on how social media can be used to market a brand and a message. We often gave presentations to pitch ideas to our class on how businesses could optimize their presence on social platforms.

## **Cross-Cultural Management**

This course was all about how cultural differences affect businesses and organizations in a globalized world, with a special focus on leadership styles. A lot of the topics felt like common sense and most of the time, we were just listening to lectures. What made it more interesting for me was that almost all my classmates were Spanish. It was really cool to experience how they study and be part of a class with local students.

## **Scheduling**

The planning of the schedule was a bit chaotic. Before leaving, we were given a list of possible courses, but upon arrival, we discovered that many of them overlapped timewise. The first two weeks were spent trying to make the schedule work, and there were several changes along the way. It was frustrating, but at the same time, it was also nice that we had the option to switch courses if we realized that we didn't like the course.

## **Practical Experience**

### **Application Process and Support**

KEA was really helpful throughout the application process. We had several presentations about what to expect and how to prepare. The application process was done through Mobility Online, where we went through different steps to apply. We also had an exchange advisor who was available both before and during the stay, which was a huge help. We could book meetings if we had any questions or just wanted to chat about what to expect. At Cesine, we were also assigned an exchange mentor who was available if we had any questions during our stay. The university offered free Spanish classes, which was a great opportunity to learn some of the language. There was also a WhatsApp group and Instagram account where information about social events was shared, which made it easy to find activities and meet new people. KEA was there every step of the way, and

during the exchange, the communication was smooth. For example, when I had to take my exams online instead of physically at Cesine, KEA was quick to help with the necessary documents.

### **Accommodation and Living Costs**

I lived near Sardinero Beach, about a 10-minute walk from school, with two other girls. It was a really nice to living with roommates, as it was both cozy and gave us a chance to share experiences and do lots of fun things together. Finding an apartment wasn't difficult, as we were given links to various websites where we could look for housing. We found our place on Idealista.com.

Financially, I found it manageable. With my SU and the Erasmus grant, I was able to cover my expenses. We were three girls sharing an apartment for 1000 euros (333 euros per person per month, excluding utilities). In general, prices in Spain are lower than in Denmark, so the living costs were as expected. However, it's worth considering that you might want to spend extra on trips and experiences during your stay.

## **Cultural and Personal Experience**

### **Challenges**

Sometimes, I felt like I always had to be out doing something to not miss out, but I had to remind myself it was okay to relax at home. Even on exchange, everyday life still happens, and it's important to balance being active with taking time to rest. Another challenge was the language. I don't speak Spanish, and unfortunately, many of the locals don't either. It could be frustrating at times, but luckily, people were generally very helpful and friendly. Another thing I had to get used to was speaking English all the time. At first, I was nervous about whether my English level was good enough, but I quickly realized that many other international students had the same concern. It didn't take long to get used to, and now I see it as a big benefit that has really improved my English skills.

### **Best Experiences**

The best part of the exchange was definitely the community and the people. I met so many wonderful people from all over the world, and it was a fantastic experience learning about new cultures and making friends from different countries. Everyone was so friendly and eager to have a great time together. Santander is a beautiful city, and the area is truly stunning – a great part of Spain with lots to offer.

## Tips and recommendations for Future Students

- Be patient at first – your schedule might change a lot during the first couple of weeks, but it will settle.
- Enjoy the summer and the good weather but remember that Santander is in the north of Spain, so the weather can change quickly. It will get colder, and it can rain a lot in this area.
- Take the bus to Bilbao (8 euros) and visit the Guggenheim Museum.
- Go hiking in Picos de Europa.
- Use the Movet app – it's great for understanding bus schedules and navigating the city.
- Join Erasmus events – they organize activities like hiking, dinners, parties, and volleyball, which is a great way to meet new people.
- Think about where you want to live – the school is closer to the beach than the city center (about 4 km), so you can choose to live near the school or closer to the city center, but you'll need to take the bus to get to campus. Decide what's more important for you.
- Explore the nature – Santander has beautiful nature and some amazing spots, so rent a car and go on weekend trips.
- Remember that you're not alone – everyone is in the same boat, and people are super sweet, friendly, and eager to meet new friends.
- Take the boat to Somo and try surfing.
- Drink lots of calimocho and try rabas.
- Watch a football match at the station.
- Have fun!

My exchange experience at Cesine University has been fantastic. I would definitely recommend an exchange to other KEA students – it's a unique opportunity to experience a new culture, meet people, and grow in many ways. Enjoy it – it's a fantastic opportunity!