

SEMESTER ABROAD

2024/2025

# my semester in santander

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## **Where and when did you study abroad?**

SANTANDER 2024/2025

From September 2024 until January 2025 I studied at Cesine Universitario in Santander, Spain.

## **What KEA program did you attend at the time?**

ENTREPRENEURSHIP AND DESIGN

From 2023 until 2025 I am studying Entrepreneurship and Design at KEA.

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

During my semester in Santander I studied 4 different subjects (each 7,5 ECTS points)

**Social Media:** In this class we mainly learned about editorial guidelines, vertical networks, inbound marketing and trends

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**Digital Marketing:** In this class we mainly learned about marketing plans, email marketing, SMART objectives, actions and strategies

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**Marketing Fundamentals:** In this class we mainly learned about the basics of marketing and the background of common marketing ideas and tools.

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**Marketing Research:** In this class we mainly learned about how to conduct marketing research and how to create surveys depending on the situation.



# **PUBLICACIONES ACADEMIC EXPERIENCE**

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

Before arriving in Santander you will choose the courses you would like to study. However, I don't recommend spending too much time deciding as Cesine only creates the schedule after you have arrived. This means that some of your courses might overlap and you will have to choose another course. In this regards Cesine was not super helpful and it was left to the individual student to find courses that fit their schedule.

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

Reflecting on my experiences I enjoyed and learned from all the classes I attended. However, the most rewarding was Digital Marketing as I am already using some of the practices I have learned in my internship. Marketing Fundamentals was also interesting, but mostly because the teacher, Carlos, was an interesting and funny teacher.

**What classes/study experiences did you find least relevant or least Valuable to you? Why?**

The Digital Marketing and Social Media classes were quite similar, but I found the Digital Marketing class more interesting, so I would say that the Social Media class was the least valuable. I learned a lot in Marketing Research, but it was also a boring class with a lot of tiresome theory.

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

I wouldn't advise you not to take both Digital Marketing and Social Media if you like that field, but be prepared that they are very similar.



# **PRACTICAL EXPERIENCE**

## **1. How was the application process?**

It was pretty easy. You have to choose a couple of different schools and prioritise them 1 to 3. I'm not sure how they allocate students, but first I got my 2nd priority, however a space became available at my 1st priority and it was offered to me. So I think it is pretty easy to get a spot at the school you wish.

### **a. What did KEA help you with?**

KEA was super helpful in the process. The school has a dedicated person who is in charge of all things to do with exchange, so I booked a few meetings with her during my application process.

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

Not much haha - it might be a cultural difference, but at Cesine things were a lot more laid back and a lot of problems were expected to be handled by the student.

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

It is always interesting settling into a new place, but I would say that it went pretty smoothly. Cesine gets a lot of exchange students (I would say 30% of the school is exchange students) and they create a network as they are all in the same boat, which is nice. However, if you are interested in getting to know the locals, that is more difficult - especially because a few of the classes are only with the exchange students.

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

Cesine hosts weekly events (like Cheese and Wine on Thursdays) which makes it easy to connect with people outside of school. But I would say that the MVP in this area is ESN (Erasmus Student Network) who hosts parties, events and excursions every week.





# **PRACTICAL EXPERIENCE**

## **3. Where did you live?**

My biggest recommendation to you is: Find an apartment near the school! Your schedule will look crazy and some days your first class will start at 9am and the last one will finish at 9pm. So if you want to avoid spending the whole day commuting to and from school, find an apartment that is walking distance.

I lived right by the football stadium in El Sardinero and I loved it! You might be tempted to live in the city centre, but trust me you are better off living by the beach and school.

### **a. Was it difficult to find accommodation?**

I used Idealista and it was fairly easy to find something. However, it can be scary because you will have to send a deposit before seeing the apartment and meeting the landlord. I recommend securing an apartment at least 1-2 months or more before you arrive to get a good one.

### **b. Was it expensive?**

I shared my apartment with two other girls. We each paid €333 + utilities (approx. €35/month). So no I wouldn't say it was expensive. My friend lived at a campus and paid €700 for a room, so I would definitely recommend trying to find someone to share an apartment with as you will live better and cheaper.

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

Rent, food and cost of going out on the weekends is all pretty cheap. Other costs involved renting cars, surfing and other excursions. Everything is fairly cheap, so between your SU and the Erasmus+ you will live comfortably.

Pro tip: Santander has a Green Mobility dupe called Guppy, so if you need to rent a car last minute or for a short ride, it is a great option and it is really cheap.

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

I spent only what I budgeted (I think lol)



# **CULTURAL/PERSONAL EXPERIENCE**

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

Obviously the language barrier can cause issues. Luckily, I have a basic Spanish level, so it didn't give me too much trouble, but I know it did for others.

Growing up in a busy city like Copenhagen, I also found that I had to adjust to the slow lifestyle in Santander. Between siestas and everything being shut on Sundays, there was a lot of time to relax.

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

I don't know if they helped with that, but they were always available if you had questions.

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

Experiencing the food, the language and the daily life was very enriching and although I don't feel Spanish I feel like I understand the people and the culture more now.

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

Enjoy the peacefulness of Santander! It is the best city and I already miss it so much. Find hobbies you enjoy like surfing or hiking and dive into that as you will have the time to do it here!

**My best pro-tips:** Live near the school, sign up to DUIN Marisma (gym), surf at Somo at least once, watch sunsets at El Faro and along the top coast, go hiking in Picos de Europa, visit Bilbao, San Sebastian and Gijon, go thrift-shopping at Koopera (Moda Re-), join the Erasmus Student Network (€15 for the year) and attend parties, use the discounts and meet people from different countries.

thank you,

