

Study Abroad Details

Where and when did you study abroad?

I studied abroad in the north of Spain at Campus Cesine from February to May.

What KEA program did you attend at the time?

I attended the 5th semester of the Business Economics and Information Technology program.

What classes did you take during your semester abroad?

I enrolled in four courses: Social Media, Change Leadership and Management, and Audiovisual and Digital Strategy.

- **Social Media:** This class focused on the strategic use of social media platforms for business marketing and communication. We explored different tools and techniques to engage audiences and measure the effectiveness of social media campaigns.
- **Change Leadership and Management:** This course dealt with the theories and practices of leading and managing organizational change. It emphasized the skills required to lead change initiatives and the role of leadership in managing transitions.
- **Audiovisual:** This class covered the basics of video production, editing, and digital storytelling. It aimed to equip students with practical skills for creating and managing audiovisual content.
- **Digital Strategy:** This course focused on developing strategies for digital marketing and online presence. It included learning about SEO, content marketing, and the use of analytics to drive digital campaigns.

Academic Experience

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

The receiving school was unfortunately quite unhelpful. They were often arrogant and dismissive of student concerns. It was a struggle to get assistance unless you persistently pushed them.

What classes/study experiences did you find the most rewarding? Why? The Change Leadership and Management class was the most rewarding for me. It aligned well with my interests, and the instructor was knowledgeable and engaging, making the subject interesting.

What classes/study experiences did you find least relevant or least valuable to you? Why? The Audiovisual course was the least valuable. I did not gain any useful skills from it.

What classes would you advise other KEA students going to the receiving school to choose or not to choose? Given the generally low level of education and learning at the school, the choice of courses might not significantly impact your academic experience. However, I would advise against choosing this school primarily for its educational offerings. Instead, select it if you are more interested in the location and cultural experiences.

Practical Experience

How was the application process?

The application process was smooth and efficient from KEA's side. They were quick to respond and provided excellent guidance.

- **What did KEA help you with?** KEA helped with all queries, offering good guidance and keeping us informed about the process.
- **What help did you receive from your school abroad?** Unfortunately, the school abroad did not provide much help during the application process.

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

No major practical difficulties were except for issues with course changes. Some courses had no descriptions, and upon arrival we found that we did not want to take them. Despite being assured we could change courses within the first two weeks, the school was uncooperative when we tried to do so.

- **How helpful was the receiving school in this process?**

The receiving school was not helpful at all.

Where did you live?

I lived in Santander, in the north of Spain.

- **Was it difficult to find accommodation?** No, it was relatively easy especially since I had a classmate to find a place with.
- **Was it expensive?** No, living costs in Santander were quite affordable.

What kind of expenses did you have in general? Mainly rent and food.

- **Did you spend more or less money than you budgeted?** I did not make a detailed budget, but we did not spend much on rent and received financial support from Erasmus and SU.

What kind of income did you have during your exchange?

- **Did you receive SU and/or Erasmus?** Yes, I received SU every month and Erasmus in the second month after arrival.
- **Did you apply for any grants and did you receive any?** Yes, I applied for a grant from NordeaFonden, though the funds are received a few months after the exchange.

Cultural/Personal Experience

What challenges did you experience culturally while being abroad?

I learned a lot about Spanish culture, including how people live, think and act. Additionally, I gained insights into various other cultures and their common features.

- **How helpful was the receiving school in this process?** The school was not helpful in this regard; we had to manage learning about each other's cultures and organizing gatherings on our own.

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

The best experiences included tasting the delicious local food, engaging in self-reflection, exploring the beautiful nature, hiking, surfing, and taking road trips to various places in northern Spain. I learned a lot about the distinct characteristics of different countries from the participants.

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

Do not choose this school for its academic offerings. Instead, choose it if you love nature, good food, and want to live affordably. The natural beauty and culinary experiences in the region are exceptional and make for a rewarding experience.

Studying abroad in Santander at Campus Cesine provided a mixed experience with significant cultural and personal growth, despite the academic and administrative challenges. Future students should think about their priorities and consider what aspects of the study abroad experience are most important to them.