



2017/2018.

As a Business Economic and IT student at KEA, I took my electives in the 5<sup>th</sup> semester at Robert Gordon University (RGU) in Aberdeen, Scotland.

I studied Public Relation. With subjects such as Event Management (7.5 ECTS), Communication Project Manager (15 ECTS) and Public Relation: Strategy and Specialism (7.5 ECTS).

In Event Management we learned theory about how to make events and why they are important for society. The exam was written and dividing in two parts; a group proposal for a two-day event and one individual where we analyzed which impacts our two-day event had on the Scottish society. Communication project manager we learned theory about communication, media and project management. We had to make a campaign for a client. Lastly, in Public Relation: Strategy and Specialism we learned theory about how organisation deals with for example risk, change, reputation and internal communication. The exam was a three-hour written exam without computer or notes.

#### Academic Experience

Communication with RGU was easy and efficient. They had everything covered and ready for you to arrive. When you arrive you get a student email, and here they keep you updated on everything that is going on and they send you recommendation on events that could interest you during the first weeks.

The first week at RGU, there where a introduction event for all Erasmus and international students. Here they told us about RGU, Scottish culture and we had a treasure hunt on campus. During that week there were daily events such as parties, movie nights and day-trips.

With all subjects we had one lecture (1-2 hours) and one tutorial (1-2 hours) weekly. I had no lectures/tutorials Monday and Wednesday, but since this course was very group work oriented; I met with my groups. In lectures we could be around 160 students and in tutorials we were 30 students.

RGU was the only university in Scotland that provided the course Public Relation, therefore the student were very involved and active because they had moved from Edinburgh and Glasgow to attend this course. There was a nice and relaxed environment in classes and the teachers were really nice and interesting. Already from the start we knew what we had to do for the exams, and we worked with these exams during the whole semester.

At KEA I attend the international line, therefore I already had experiences with people from different countries. So it was easy for me to talk to my fellow student and academically we were on the same stage. It was important to read the materials for the classes, but there were no weekly hand-ins, you only had obligations to your group work.

I would really recommend Public Relations if you like doing practical work such as making events and campaigns, and if you find how organisation works with the public interesting. I would give this course 10 out of 10. I really enjoyed it and now know that I want to use it in my future.

### **Personal Experience**

When you arrive in Scotland people are really nice. Scots are open and will love to talk to you. I signed up for the buddy scheme that RGU provides for exchange student. From day one I made friends and always had people to hang out with. When you tell you are an exchange student Scots and student would give you advice about good places to go. RGU is about 15 minutes with bus from the city center. Campus is gigantic. There is a sports center (where you can join the fitness center), library, Starbucks, Subway and student accommodation.

RGU provided so many opportunities to network and meet new people

In the first week of arriving there is an event at RGU called "Fresheners Fair" where you go down to the sports center and go around hearing about different societies/sports clubs you can join (plus there is a lot of free stuff). Societies are an opportunity to join a club and gain friends while doing activities. I joined the Film Society where we went three-four times a month to see movies, go to cinema and pubs. There were so many different societies/sports team, and you could join as many as you want for around 50DKK/society for the whole semester.

Furthermore there is a student/student accommodation organisation called ResLife that organized trips and events. They made day trips to castles, Edinburgh Christmas market, ice hockey, cinemas and so much more. I attended about 75% of all their events. The trips (including transport and food) were with other student of RGU and they were cheap (150DKK was the most expensive). Here you had the opportunity to meet lovely people while enjoying the Scottish nature and castles.

Scotland is a beautiful country. Aberdeen is the third biggest city and the area around Aberdeen has beautiful castle. There are a lot of young people in Aberdeen because of the universities. So there are parties every weekend in the city. In the city center there is everything you need. Big malls, restaurants, cinemas, a fair by the beach and so much more. Transport wise it is very cheap (see megabus) to take the bus to Edinburgh, Inverness and Glasgow, which with the bus takes about three hours.

I would really recommend going on road trips in the highlands, go on trips with ResLife and join societies. It is the best way to meet new people.



## **Aberdeen and a trip to the Wallace Monument (aka Braveheart) with RestLife.**

### **Practical Experience**

The application process is fairly easy. I wrote a lot of emails to KEAs International Coordinator if I had any questions. There are a lot of document that has to be signed and send back and forth. But it is worth it.

After you get accepted at RGU, it is possible to apply for student accommodation. The process is easy and before you apply you can read about all the student accommodations. You can either choose to live in the city center or on campus. It is also possible for student to rent a bike very cheap for the whole semester, but Aberdeen does not have a lot of bike lanes.

I lived in student accommodation. I was lucky to get a room in the Round Tower on campus five minutes from RGU. We were around 30 students in the tower and each floor had five rooms. The rooms had a bath and a sink, and a common kitchen and toilets. It is a charming place. The overall price for Round Tower was about 11.500 DKK for September-December. With the grant from Erasmus, this is a cheap rent for exchange student. Food and transport is about the same as in Denmark, maybe a little cheaper. I mostly used money for trips around Scotland. About 10 minutes from the round tower is two very big convenience stores where you can get everything you need.





**Round Tower on campus and view from room.**

Flying back and forth from Copenhagen is easy. SAS has a daily departure and it takes about 1 hour and 30 minutes. With SAS youth you can get tickets from around 700DKK one way.

#### **Final remarks**

I would highly recommend Robert Gordon University and Aberdeen. I am so happy to add this experience to my CV and as a personal experience. You learn a lot about yourself when you are going exchange. I will give this semester 10 out of 10 stars.