

# TALENT PROGRAMME

Marketing Management talent programme  
Including extra curricular internship at Company

Casper Alminde Poulsen,

- successfully completed the talent programme of the  
AP Degree in Marketing Management.

## The Talent Programme

*The talent programme is an extra-curricular activity for talented students with a high potential. A limited number of students are selected to participate in the programme based on their academic achievements, personality and motivation.*

*The programme offers the talented student a chance to gain practical competences by working side by side with marketing/sales professionals in a "talent development partner company".*

*Exclusive talent team gatherings each semester have focused on different subjects within marketing and innovation management...*

*The programme has also provided the talent with a strong network of other highly talented marketing management students.*

*The personal and professional development of the talents has been based on an identification of individual strengths using a personality test and subsequent personal test feedback.*

*Duration of the talent programme is 1.5 years (3 semesters).*


## Talent Development Partner Company

*"Casper has contributed to giving Artlinco more knowledge and insight in social medias, and how to get value from being more active at SoMe platforms.*

*He has shown great interest in developing skills in this area and has been good at researching and comparing results.*

*Artlinco now benefit from this work, as an increasing amount of new clients has found us through SoMe."*

Søren Xerxes Frahm, CEO, Artlinco



Harald E. Mikkelsen, Rector  
20<sup>th</sup> June 2018