

International Marketing Week

Case: Skærsøgaard

The first licensed
and most highly awarded
estate winery in Denmark

IMN
Empowering Viticulture Knowledge

INTERNATIONAL
BUSINESS ACADEMY

The case

In 2018, the European Union granted Denmark its very first wine region.

The wine region DONS is Denmark's first and the EU's northernmost appellation, on equal terms as the perhaps more famous regions of Bordeaux, Champagne, La Rioja, and Piedmont.

The designation DONS (PDO) ensures a certified standard of quality.





The winery needs your help

The wine is great, but the brand is not very known in the target group. You are going to change that.

With marketing tools and skills such as research, segmentation, customer journeys and knowledge about communication and platforms, your task is to create a creative, feasible and awesome marketing plan including creative content for Skærsøgaard winery.



Field research

We will visit Skærsøgaard winery to learn much more about the brand and how wine is produced in Denmark.

And of course, the trip includes wine tasting.



Field research

Also, we will visit the Viking Museum in Jelling.



Jelling was the capital of Denmark when the Vikings ruled. We will visit the Viking Monument, built by the first Viking King, Harald Bluetooth.

The monument he built for his parents was the biggest of its time, and the knowledge you gain here, could inspire you in your project work.

Accommodation

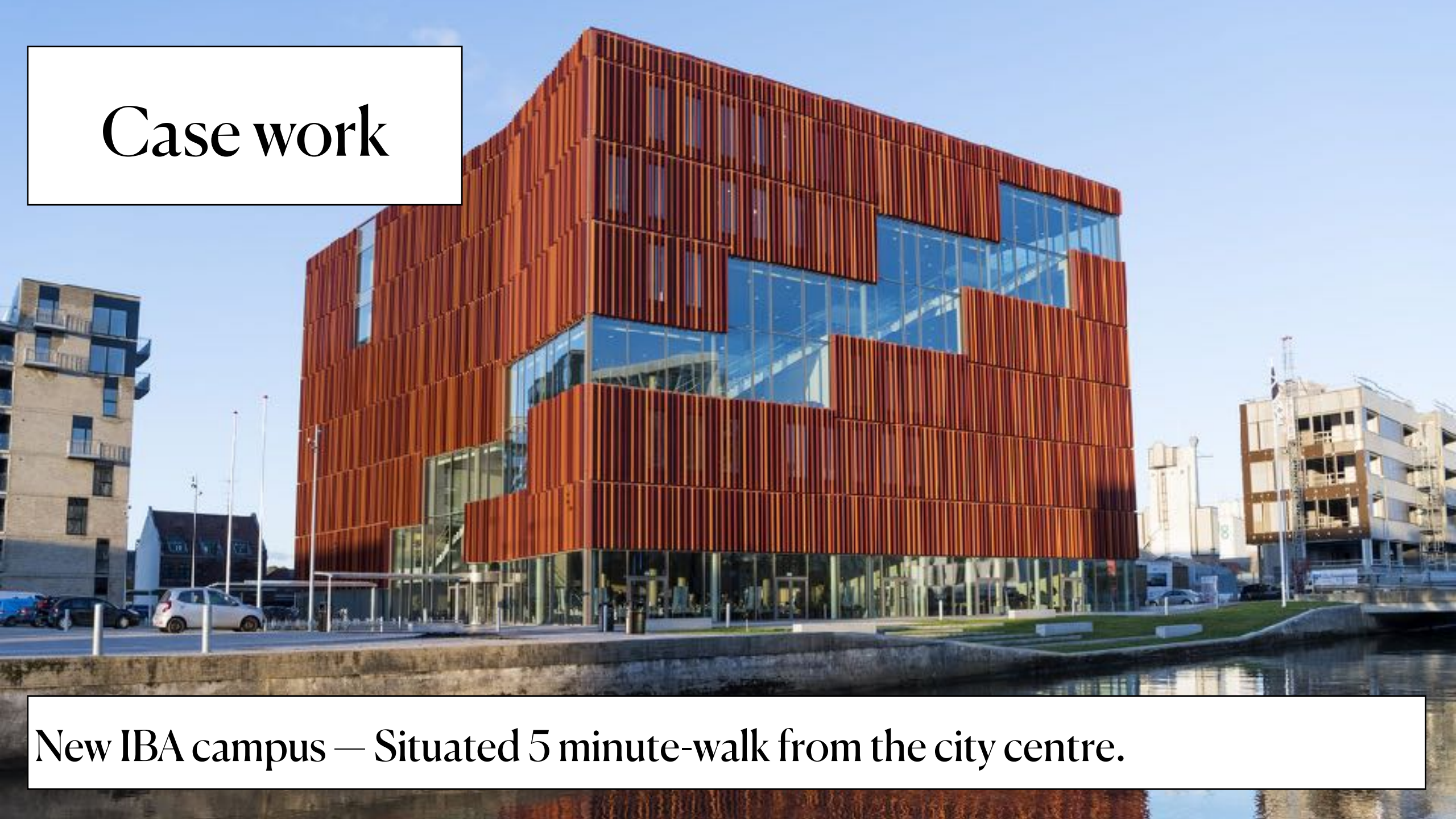


Kolding Hotel Apartments

Situated 10-minute walk from IBA and the city centre.

6 students in each apartment with 3 bedrooms with each 2 single beds, living room and bathroom.

Case work



New IBA campus — Situated 5 minute-walk from the city centre.

Join International Marketing Week 2027 in Kolding, Denmark

- Date: 15 – 19 March 2026 (arrival on Sunday 14 March)
- Place: International Business Academy, Kolding (near Billund airport)
- Registration: 1 December 2026.
- Virtual component: Tuesday, 2 March at 16:00. Link to Teams meeting will be forwarded.
- Price: 350 EUR. Includes accommodation (Sunday – Friday), social activities, field trip, breakfast and lunch every day. Plus two dinners and visit to Kolding Castle.
- Receive a certificate documenting your hard work plus transcript of records.





https://iba.dk/international/international-weeks/international-week-creative-marketing-plan/

We look very much forward to seeing you in Denmark :-)

