

Correction sheet for: Curriculum institutional part 2020 Marketing Management (AP)

Corrected on 10 January 2022 by Head of Programme, Pernille Hallum Lykkegaard.

Commencement

This correction sheet for the institutional part of the curriculum applies to all enrolled students from 1 August 2021 and applies to all students who have been admitted to the programme either on the stated date, or later. Exams started before 1 August 2021 must be completed in accordance with the previous rules.

Changes to Institutional Part of the curriculum

The changes relate to section 3.5., the 2nd internal exam, 3rd semester – 10 ECTS, where there are changes to the ongoing assessment activity E and the assessment criteria and co-examiner.

Original formulation:

3.5., 2nd Internal exam, 3rd semester - 10 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical with the learning objectives for the national subject element 'internationalisation'. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam consists partly of one continuous assessment activity and partly of one individual written exam, which consists of two sub-exams.

Continuous assessment:

After the programme element 'internationalisation' in the 3rd semester, there is a continuous assessment activity.

Continuous assessment activity E:

The continuous assessment activity E consists of a written report prepared in groups of 5-6 students with no more than 42,000 keystrokes including spaces (20 pages including graphs but excluding the front page, table of contents and appendices - the appendices must not consist of more than 15 pages) and a 15 minute individual dialogue based on the report and the programme element's learning objectives.

The students have one attempt to complete the continuous assessment activity. With undocumented absence for the oral part, or not handing in the report or handing in a report without credible content, the students will get -3 (a fail). If the students have a documented absence (illness, paternity/maternity or other leave) a new exam attempt will be provided.

The written exam:

The exam consists of two sub-exams of 2 hours each. The sub-exams are individual interdisciplinary written exams in the compulsory programme element internationalisation in the 3rd semester, split into economics and international marketing respectively. The individual written examination is based on a case presentation about a specific company in which the student must work with internationalisation. The case presentation will be handed out electronically 24 hours before the written exam (the two sub-exams). The sub-exam in the economic subject will be held first, followed by the sub-exam in international marketing. There will be an hour's break between the two exams.

The case presentation is a scenario for a company/industry, and contains information on:

- Company and product areas
- Various sources

The written exam for the sub-exam in economy must have a scope of no more than 9,600 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and appendices. The written exam for the sub-exam in international marketing must have a scope of no more than 14,400 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and appendices.

Prerequisites for the exam – active attendance and submission requirements

To take the examination, it is a prerequisite that all exams on the 1st and 2nd semester have been passed.

Criteria for assessment and co-examiner

This continuous assessment activity will be evaluated separately. The assessment criteria for the individual written exam (2 sub-exams) are identical to the learning objectives for the compulsory programme element mentioned above.

Both sub-exams for the written exams must be passed individually with a minimum mark of 02. The overall mark for the written examination is an average of the marks of the two sub-exams, with each sub-exam weighing 50%.

A mark is given according to the 7-point scale.

An overall mark will be given where each continuous assessment activity is weighted 20% of the mark, while the individual written exam is weighted 80% of the mark, and each sub-exam as mentioned is weighted 50%. The marks are individually noted and weighted on the diploma.

The exam has an internal co-examiner.

Changed to:

3.5., 2nd Internal exam, 3rd semester - 10 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical with the learning objectives for the national subject element 'internationalisation'. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam includes an individual, written exam, which consists of two sub-exams.

The written exam:

The exam consists of two sub-exams of 2 hours each. The sub-exams are individual interdisciplinary written exams in the compulsory programme element internationalisation in the 3rd semester, split into economics and international marketing respectively. The individual written examination is based on a case presentation about a specific company in which the student must work with internationalisation. The case presentation will be handed out electronically 24 hours before the written exam (the two sub-exams). The sub-exam in the economic subject will be held first, followed by the sub-exam in international marketing. There will be an hour's break between the two exams.

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- Company and product areas
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The written exam for the sub-exam in economy must have a scope of no more than 9,600 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and appendices. The written exam for the sub-exam in international marketing must have a scope of no more than 14,400 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and appendices.

Prerequisites for the exam – active attendance and submission requirements

To take the examination, it is a prerequisite that all exams on the 1st and 2nd semester have been passed.

Criteria for assessment and co-examiner

The assessment criteria for the individual written exam are identical to the learning objectives for the compulsory programme element mentioned above.

Both sub-exams for the written exams must be passed individually with a minimum mark of 02. The overall mark for the 2nd internal exam is an average of the marks for the two sub-exams, with each sub-exam weighing 50%.

A mark is given according to the 7-point scale.

The marks are individually noted and weighted on the diploma. The exam has an internal co-examiner.