

## **Amendment to the institutional part of the curriculum for the Marketing Management programme 2019**

**Amendment as of 16 June 2020 by head of programme Pernille Hallum Lykkegaard.**

### **Effective date**

This amendment sheet for the institutional part of the curriculum for the Marketing Management programme 2019 applies to students enrolled to start their studies on 15 August 2020 and applies to all students enrolled in this programme from this date.

### **Changes to the institutional part of the curriculum 2019**

The changes concern section 3.3. *1st Internal exam, 1st semester – 30 ECTS* with changes to continuous assessment activity A and continuous assessment activity B.

The changes relate for continuous assessment activity A to group size and for continuous assessment activity B that the presentations may be hold on separate days.

### ***Original wording***

#### **3.3. 1st Internal exam, 1st semester - 30 ECTS**

##### **Learning objectives for the exam**

The learning objectives for the exam are identical to the learning objectives of the three national subject elements ‘business understanding’, ‘market understanding’ and ‘market analysis’. The learning objectives are specified in the national part of the curriculum.

##### **The exam form and organization including any formal requirements**

The exam consists partly of two continuous assessment activities and partly of one individual oral exam.

##### **Continuous assessment:**

After the first two programme elements there is a continuous assessment activity (A), and again after the 3rd programme element there is another continuous assessment activity (B) for the 1st semester.

##### ***Continuous assessment activity A:***

The continuous assessment activity A consists of a written report, prepared in groups of 5-6 students with a maximum of 16,800 keystrokes including spaces (8 pages including graphs, but excluding the front page, table of contents and appendices), as well as an oral group presentation of the report which lasts about 10 minutes, followed by an individual dialogue based on the written report, which also lasts 10 minutes.

##### ***Continuous assessment activity B:***

The continuous assessment activity B consists of a written report, prepared in groups of 5-6 students, with no more than 21,000 keystrokes including spaces (10 pages including graphs, but excluding the front page, table of contents and appendices), as well as 2 group dialogues about both market analysis and project management.

The group dialogue about the market analysis part will last about 35 minutes. The group will start with a presentation of about 10-15 min, after which there will be a dialogue based on the report concerning market analysis, this will last about 20 minutes. All group members must be active during the dialogue.

The group dialogue about the project management will last about 25 minutes. The group will start with a presentation of about 10-15 min, after which there will be a dialogue based on the report concerning project management, this will last about 10 minutes. All group members must be active during the dialogue.

Both presentations will be held on the same day.

The results from the two continuous assessment activities are part of the continuous assessment and are each weighted 15% (30% in total) of the mark. The 1st internal exam is weighted 70% of the mark. The results of the continuous assessment activities will be shown on the diploma.

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 oral examination:***

The exam consists of a written interdisciplinary decision proposal which must be presented individually, as well as an oral exam in a randomly drawn case, and questions about the syllabus.

The interdisciplinary decision proposal which must be prepared by a group of 3-4 people over a period of 48 hours. The decision proposal is prepared on the basis of a question which is handed out and a selected company and market. The handed-in decision proposal must be no more than 3 pages excluding the front page, bibliography and any appendices. The number of appendices must be kept to a minimum.

At the oral examination, the student draws a small case with associated questions. After 30 minutes of preparation, the student is examined for 25 minutes (including deliberation) in the decision proposal and case with related questions.

*The course of the oral examination is as follows:*

- Presentation of the group's decision proposal, with personal reflections (5 minutes)
- Examination of the case and questions (15-20 minutes)

Information about the time and place of exams can be found on Study Update

### Prerequisites for the exam – active attendance and submission requirements

In order for the student to take the oral exam, the contents of the written report must be credible. The assignment must meet formal requirements and be timely and properly submitted

It is a prerequisite for taking the oral exam that students confirm their responsibility for the preparation of the project with their signature, this is done when the project is uploaded in WISEflow.

### Criteria for the assessment and co-examiner

The continuous assessment activities will be evaluated separately.

The assessment criteria for the 1st internal exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives are specified in the national curriculum.

The mark for the individual oral exam is given as one overall mark for the oral presentation of the decision proposal and the exam in the drawn case.

The individual oral exam and the continuous assessment activities are assessed according to the Danish 7-point scale. An overall mark will be given where each continuous assessment activity is weighted 15% of the mark, while the oral exam is weighted 70% of the mark. The oral exam must be passed. The marks are individually noted and weighted on the diploma.

### **Changed to:**

### **3.3. 1st Internal exam, 1st semester - 30 ECTS**

#### Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives of the three national subject elements ‘business understanding’, ‘market understanding’ and ‘market analysis’. The learning objectives are specified in the national part of the curriculum.

#### The exam form and organization including any formal requirements

The exam consists partly of two continuous assessment activities and partly of one individual oral exam.

#### **Continuous assessment:**

After the first two programme elements there is a continuous assessment activity (A), and again after the 3rd programme element there is another continuous assessment activity (B) for the 1st semester.

#### ***Continuous assessment activity A:***

The continuous assessment activity A consists of a written report, prepared in groups of approx. 4 students with a maximum of 16,800 keystrokes including spaces (8 pages including graphs, but excluding the front page, table of contents and appendices), as well as an oral group presentation of

the report which lasts about 10 minutes, followed by an individual dialogue based on the written report, which also lasts 10 minutes.

***Continuous assessment activity B:***

The continuous assessment activity B consists of a written report, prepared in groups of 5-6 students, with no more than 21,000 keystrokes including spaces (10 pages including graphs, but excluding the front page, table of contents and appendices), as well as 2 group dialogues about both market analysis and project management.

The group dialogue about the market analysis part will last about 35 minutes. The group will start with a presentation of about 10-15 min, after which there will be a dialogue based on the report concerning market analysis, this will last about 20 minutes. All group members must be active during the dialogue.

The group dialogue about the project management will last about 25 minutes. The group will start with a presentation of about 10-15 min, after which there will be a dialogue based on the report concerning project management, this will last about 10 minutes. All group members must be active during the dialogue.

The results from the two continuous assessment activities are part of the continuous assessment and are each weighted 15% (30% in total) of the mark. The 1st internal exam is weighted 70% of the mark. The results of the continuous assessment activities will be shown on the diploma.

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 oral examination:***

The exam consists of a written interdisciplinary decision proposal which must be presented individually, as well as an oral exam in a randomly drawn case, and questions about the syllabus.

The interdisciplinary decision proposal which must be prepared by a group of 3-4 people over a period of 48 hours. The decision proposal is prepared on the basis of a question which is handed out and a selected company and market. The handed-in decision proposal must be no more than 3 pages excluding the front page, bibliography and any appendices. The number of appendices must be kept to a minimum.

At the oral examination, the student draws a small case with associated questions. After 30 minutes of preparation, the student is examined for 25 minutes (including deliberation) in the decision proposal and case with related questions.

*The course of the oral examination is as follows:*

- Presentation of the group's decision proposal, with personal reflections (5 minutes)
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Information about the time and place of exams can be found on Study Update

#### Prerequisites for the exam – active attendance and submission requirements

In order for the student to take the oral exam, the contents of the written report must be credible.

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The individual oral exam and the continuous assessment activities are assessed according to the Danish 7-point scale. An overall mark will be given where each continuous assessment activity is weighted 15% of the mark, while the oral exam is weighted 70% of the mark. The oral exam must be passed. The marks are individually noted and weighted on the diploma.