



Curriculum Marketing Management 2018

Institutional Part (part 2)
Markedsføringsøkonom AK

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1. Scope of the curriculum

1.1. Commencement of the curriculum

The institutional part of the curriculum applies to students starting on 27 August 2018 at Business Academy Aarhus.

1.2. Scheduled placement of the programme elements

This includes the main structure and course of the programme.

Programme structure		1st year	2nd year
Core elements	International Marketing (25 ECTS)	20 ECTS	5 ECTS
	Economics (20 ECTS)	15 ECTS	5 ECTS
	Sales and Market Communication (10 ECTS)	10 ECTS	
	Organisation and Supply Chain Management (10 ECTS)	10 ECTS	
	Business Law (5 ECTS)	5 ECTS	
Elective programme elements			20 ECTS
Internship			15 ECTS
Final exam project			15 ECTS
Total ECTS	(70 ECTS)	60 ECTS	60 ECTS

2. Elective programme elements

The purpose of the elective modules on the 3rd semester is to offer students the opportunity of an individual study profile with academic immersion within the programme's subject area. The electives are planned by the individual academy offering the programme. Students may also follow electives at other institutions if they pay for their own transportation, overnight accommodation, etc.

If there are less than 12 students signed up for an elective programme element, the Academy can choose to cancel the elective, and with less than 15 students, the number of lessons can be reduced.

The Academy reserves the right to cap the number of participants in an elective programme element as well as restrict the amount of classes within a given subject. Therefore, we cannot guarantee that students will get their 1st priority.

The elective elements are described in the curriculum's part 3 'Elective elements catalogue'. The electives' catalogue will be continuously updated, and the current electives' catalogue will be available at the start of the semester.

3. Rules for the completion of an internship

During the internship, the student will have a supervisor from the programme and a contact person in the company. Together the company and the student must establish the goals for the student's learning outcome during the internship; this subsequently provides the guidelines for the company's planning of the student's work.

The internship period is 10 weeks and is completed with a written internship report. See also the section concerning the description of the programme's exams.

Business Academy Aarhus has appointed a number of internship supervisors for Marketing Management, where one acts as a sounding board for the student throughout the internship; they are also the examiner for the internship report and the final exam project.

The internship is generally considered equivalent to a regular full-time job (37 hours per week) and should reflect the requirements for effort, commitment and flexibility that graduates can expect to face in their first job.

Up to three students can do an internship with the same function and in the same company, however, a company with 5 employees or less can only have one intern at a time. More information about this can be found in the document 'Requirements for Internship companies', which can be found on Study Update. If students are in an internship in the same company, the students must hand-in independent internship reports.

Students following the elective element 'entrepreneurship' can choose to do their internships in their own company. In the internship period, the students are affiliated with a work place, a tutor and activities in the Academy's entrepreneur environment 'Grow'.

4. Applied teaching and work methods

Different issues are considered from various companies who work within the industry where relevant to the programme. Problems from different types of companies working within the industries relevant to the programme will be involved.

The teaching will be organised to provide variation. This will be achieved by group teaching, project work, interdisciplinary cases, theme work, guest lectures and company visits. Lectures can occur to a limited degree. The different learning styles will, above and beyond the subject matter, also develop the students' ability to work both independently and to collaborate with others.

Teaching can be planned so that foreign languages are included in the teaching material and in teaching. Additionally, the teaching will support the development of the student's IT skills.

5. Guidelines for differentiated instruction

The programme is organised by taking the students' backgrounds into account.

6. Requirement for foreign language skills

All teaching will be done in English on the international programmes.
No additional knowledge of a foreign language is required, other than what is stated in the admission requirements.

7. Internationalisation

Throughout the programme, the international dimension is included through international and English-language guest teachers.

7.1. Education abroad

In one of the programme's semesters, there is a study trip to a European city, which is compulsory for all students. In special circumstances, exemption from foreign travel may be granted. An application for exemption from foreign travel must be addressed to the head of the programme and must be submitted no later than two months before departure unless sudden conditions require that the exemption is given at a later date.

The programme is modular, which means that it is possible for a student to take the 3rd semester abroad, just as it is possible for foreign students to study one semester in our programme. The internship in the 4th semester can also take place abroad.

The students can, after applying for a programme's prior credit approval, take each individual programme component abroad.

With prior credit approval for study abroad, students are required to document each approved and completed programme component when their exchange programme is completed. In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

There is also a possibility to take 5 ECTS of the programme's electives in the 3rd semester as a summer school stay abroad (see more in part 3, the 'Elective elements catalogue').

The Academy has a wide network of partners abroad and the Academy's International Office can assist students who wish to take part of their programme abroad. The International Office can be contacted for further information. It should be noted, however, that a lot of work is required by the individual student if they wish to study abroad.

It is up to the individual student to investigate available subjects for study abroad at the desired university, etc. The International Office can help with advice etc. but will not do any detailed planning. This is the student's own responsibility.

If you are you planning to study abroad for the 3rd semester, be aware that you will not be able to take statistics and business economics at the Academy and thereby these subjects will not be shown on your diploma. If you plan on studying an Msc in Economics at Aarhus University after completing your Bachelor in International Sales and Marketing Management, you are responsible for finding appropriate subjects at the foreign University which correspond to statistics and business economics (this is not possible at our study abroad programme in Shanghai nor other possible trips coordinated by the Academy). These must, in addition to being approved by the Academy, also be approved by Aarhus University, to ensure they cover the requirements. You are responsible for contacting the university to find out whether this is possible.

7.2. Exams abroad in the 3rd semester

The student must take their exams at a partner institution abroad.

The stay in Shanghai has relocated teaching as Academy lecturers will carry out some of the teaching. For students who participate in the Shanghai programme, your diploma will include a mark for Economics (5 ECTS), which is taught in Denmark before you leave, as well as an overall

mark for the exam the Danish lecturers hold in China (25 ECTS). In addition to this, the students will get a diploma which indicates the subjects followed in Shanghai.

7.3. Rules for examinations abroad

For a description of the rules for conducting exams abroad, please refer to the section 'worth knowing about exams' on baaa.dk and Study Update. This also describes the costs involved if the examination is held abroad.

7.4. Agreements with foreign educational institutions

On the programmes 1st and 2nd semester, students will be informed of the Academy's ERASMUS partners and other opportunities for a semester or internship abroad.

8. Exams on the programme

The following provides an overview of the tests and examinations for the Marketing Management programme. Requirements and details about the individual exams, including formalities and the use of aids, can be found in the exam descriptions on Study Update and exam periods will be published in the exam calendar.

Students are examined in the programme elements by seven exams, namely:

- a. 1st Internal: Business understanding, methodology and market understanding (30 ECTS)
- b. 1st External: Tactical and operational marketing for BtB and BtC (30 ECTS)
- c. 2nd Internal: Internationalisation (10 ECTS)
- d. 3rd Internal: Elective element 1 (10 ECTS)
- e. 4th Internal: Elective element 2 (10 ECTS)
- f. 5th Internal: Internship exam (15 ECTS)
- g. 2nd External: Exam for the final exam project (15 ECTS)

The students are tested in several programme elements in the same exam. In exam a, b and c, continuous assessment activities will be used. Each exam will be indicated with a single mark on the diploma. See the table below for the timing of exams. The continuous assessment activities and themes are included in the subject descriptions available on Study Update, under the applicable semesters.

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional. Students must bring their own USB stick.

8.1. Overview of examinations and their timing

Exam name	Programme element	Stated on the diploma	Semester	Assessment	Weight
1st Internal*	Business understanding, methodology and market understanding	X	1st	Internal 7-point scale	30 ECTS
1st External*	Tactical and operational marketing BtC Tactical and operational marketing for BtB	X	2nd	External 7-point scale	30 ECTS
2nd Internal*	Internationalisation	X	3rd	Internal 7-point scale	10 ECTS
3rd Internal	Elective element 1	X	3rd	Internal 7-point scale	10 ECTS
4th Internal	Elective element 2	X	3rd	Internal 7-point scale	10 ECTS
5th Internal	Internship	X	4th	Internal Pass/fail	15 ECTS
2nd External	Final exam project	X	4th	External 7-point scale	15 ECTS

*Exam includes continuous assessment activities – see the separate description for this exam below

Information concerning times, dates and locations for the exams can be found on
Study Update

This is followed by a description of each exam with:

- Exam form and organisation
- Prerequisites to take the exam

At the beginning of a programme component, semester, etc. there is automatic registration for the appropriate exams. Registration for the exam means that one exam attempt has been used. This does not apply for students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

8.2. Business understanding, methodology and market understanding, 1st internal exam (1st semester exam)

Business understanding, methodology and market understanding, 1st internal exam (1st semester exam)	30 ECTS	Internal
<p>Time placement: The continuous assessment activity: After each theme 1st internal exam: The exam takes place at the end of the 1st semester. Sick/re-examinations: The dates for sick/re-exams can be found in the exam calendar, which is on Study Update.</p>		
<p>Exam form and organisation: The exam consists of two continuous assessment activities and the 1st internal exam.</p> <p>Continuous assessment: After each of the 2 themes in the 1st semester, there is a continuous assessment activity.</p> <p><i>Continuous assessment activity 1:</i> The continuous assessment activity 1 consists of a written report, prepared in groups of 4 students, with no more than 21,000 characters, including spaces (10 pages including graphs, but excluding the front page, table of contents and appendices), as well as an oral group presentation. The presentation must not be longer than 12 minutes per group – after the presentation there will be a discussion about the assignment based on the theme (a total of 40 min). All group members must be active during the presentation.</p> <p><i>The continuous assessment activity 2:</i> The continuous assessment activity 2 consists of a written report, prepared in groups of 5-6 students, with no more than 16,800 characters, 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 (15 minutes), followed by an individual oral discussion about the assignment based on the theme (10 minutes).</p> <p>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.</p> <p>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.</p>		

1st internal exam:

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 is 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.

Handing in the decision proposal is a prerequisite to go to the individual oral examination. 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 assessment) in the decision proposal and the case with related questions.

The learning objectives for the 1st internal exam are identical to the learning objectives for the programme elements in the 1st semester:

- Business understanding
- Methodology
- Market understanding

The course of the oral examination is as follows:

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

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

Assessment criteria:

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 joint curriculum.

The mark for the 1st internal exam is given as one overall mark for the oral presentation of the decision proposal and the case study which was drawn.

The 1st internal 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 actual 1st internal exam is weighted 70% of the mark. The actual 1st internal exam must be passed. The marks are individually noted and weighted on the diploma.

Prerequisites to take the oral part of the 1st internal exams:

The decision proposal must comply with the formalities and must be timely and properly submitted.

Completion of the 1st internal exam:

Pass / fail exams:

If the mark 02 or above is not achieved for the actual 1st internal exam, the student has not passed and one exam attempt will have been used.

Re-exams are assessed according to the written decision proposal handed-in for the regular exam.

Written project not handed in:

One exam attempt will be used and the student will be considered absent.

If a student does not hand-in a decision proposal for the regular exam, he/she will be placed in a group with whom they must prepare a decision proposal for the next re-exam.

8.3. Tactical and operational marketing BtC and BtB, 1st external (2nd semester exam)

Tactical and operational marketing BtC and BtB. 1st external exam (2nd semester exam)	30 ECTS	External
<p>Time placement:</p> <p>The continuous assessment activity: After each theme</p> <p>1st external exam: The exam takes place at the end of the 2nd semester.</p> <p>Sick/re-examinations: The dates for sick/re-exams can be found in the exam calendar which is on Study Update.</p>		
<p>Exam form and organisation:</p> <p>The exam consists of two continuous assessment activities and the actual 1st external exam.</p> <p>Continuous assessment:</p> <p>After each of the 2 themes in the 2nd semester there is a continuous assessment activity.</p> <p><i>The continuous assessment activity 3:</i></p> <p>The continuous assessment activity 3 consists of a written report, prepared in groups of 5-6 students, with no more than 21,000 characters, including spaces (10 pages including graphs, but excluding the front page, table of contents and appendices), as well as an oral group presentation. The presentation must not be longer than 15 minutes per group – after the presentation there will be a discussion about the assignment based on the theme (a total of 45 min). All group members must be active during the presentation.</p> <p><i>The continuous assessment activity 4:</i></p> <p>The continuous assessment activity 4 consists of an opponent report and a written report, prepared in groups of 3-4 students, with no more than 10,500 characters, including spaces (5 pages including graphs, but excluding the front page, table of contents and appendices), as well as an oral group presentation. The presentation is held as a role-playing game between the presenting group and an opponent group, who during the presentation act as the decision-makers and ask questions and give feedback based on the theme. The role-playing game must not be longer than 30 minutes per assignment. All group members must be active during the presentation.</p> <p>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 external exam is weighted 70% of the mark. The results of the continuous assessment activities will be shown on the diploma.</p> <p>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.</p> <p>1st external exam:</p> <p>The exam consists of a multidisciplinary case-based examination based on a concrete company.</p> <p>The interdisciplinary case examination is a 6-hour written exam carried out after 24 hours of preparation. The case exam must widely examine the learning objectives for the programme elements on the 2nd semester - Tactical and operational marketing BtC and BtB. It is important that the student uses a methodical basis to select and apply the relevant theory from several fields related to solving the specific problem.</p>		

<p>The basis for the 24 hours of preparation is a short description of the tasks which include:</p> <ul style="list-style-type: none"> • The name of the company, which will be analysed • The overall problem field, which must be identified • Some preliminary links to information about the company and/or the relevant market. <p>On the day of the exam, the student will be asked one or more questions which must methodologically be answered on the basis of the information collected along with any possible additional information handed out on the day of the exam. The answer must be 24,000 characters which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, list of sources and any appendices.</p> <p>The learning objectives for the exam are identical to the learning objectives for the programme elements in the 2nd Semester</p> <ul style="list-style-type: none"> • Tactical and operational marketing BtC • Tactical and operational marketing BtB
<p>Assessment criteria:</p> <p>The continuous assessment activities will be evaluated separately.</p> <p>The assessment criteria for the 1st external exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives are specified in the joint curriculum. Marks are awarded according to the 7-point scale.</p> <p>The actual 1st external 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 is weighted 15% of the mark, while the actual 1st external exam is weighted 70% of the mark. The actual 1st external exam must be passed. The marks are individually noted and weighted on the diploma.</p>
<p>Prerequisites to take the exam:</p> <p>No prerequisites</p>
<p>Completion of the 1st internal exam:</p> <p>If the mark 02 or above is not achieved for the actual 1st external exam, the student has not passed and one exam attempt will have been used.</p> <p>The consequences of a failed exam: Re-examination. The same form and organisation as the regular exam.</p>

8.4. Internationalisation, 2nd internal (3rd semester exam)

Internationalisation, 2nd Internal (3rd semester exam)	10 ECTS	Internal
<p>Time placement:</p> <p>The continuous assessment activity: After the theme</p> <p>2nd internal exam: The exam takes place at the end of the 3rd semester</p> <p>Sick/re-examinations: The dates for sick/re-exams can be found in the exam calendar which is on Study Update.</p>		
<p>Exam form and organisation:</p> <p>The exam consists of partly the 2nd internal exam and partly a continuous assessment activity.</p> <p>Continuous assessment:</p> <p>After the theme in the 3rd semester there is a continuous assessment activity.</p>		

The continuous assessment activity 5:

The continuous assessment activity 5 consists of a written report, prepared in groups of 4 students, with no more than 21,000 characters, including spaces (10 pages including graphs, but excluding the front page, table of contents and appendices), as well as a 15 minute individual oral dialogue which is based on the report and the theme.

The results from the continuous assessment activity is part of the continuous assessment and is weighted 20% of the mark. The 2nd internal exam is weighted 80% of the mark. The results of the continuous assessment activity 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.

2nd internal exam:

The exam consists of a 2+2 hour individual interdisciplinary written examination in the compulsory element Internationalisation on the 3rd semester.

The written examination in Internationalisation is split up into two sub-exams concerning economics and international marketing, respectively, and is based on a case about a specific company, which addresses the topic of internationalisation. The case is handed out 24 hours before the written exam. The first exam concerns economics and the second international marketing. There will be a 1-hour break between the two exams.

The case describes a scenario for a company/an industry with information about:

- The company and the products involved
- Various sources

Sub-exam 1 is based on the learning objectives for economics on the 3rd semester (see the curriculum). The written sub-exam 1 must have a scope of no more than 9,600 characters which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, list of sources and appendices.

Sub-exam 2 is based on the learning objectives for international marketing on the 3rd semester (see the curriculum). The written sub-exam 2 must have a scope of no more than 14,400 characters which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, list of sources and appendices.

Assessment criteria:

The continuous assessment activity will be evaluated separately.

The evaluation criteria for 2nd internal exam are identical to the learning objectives for the compulsory programme element mentioned above. Marks are awarded according to the 7-point scale.

The actual 2nd internal exam and the continuous assessment activity are assessed according to the Danish 7-point scale. An overall mark will be given and the continuous assessment activity is weighted 20% of the mark, while the actual 2nd internal exam is weighted 80% of the mark. The overall mark of the actual 2nd internal exam will be an average of the marks achieved in the two sub-exams, with each sub-exam weighing 50%. The two sub-exams must be passed individually with minimum 02. The individual marks of the sub-exams and the overall mark will be stated on the diploma.

To pass an exam the student must achieve the mark 02. If the student fails to achieve the mark 02 or higher in one or both sub-exams, the student will need to take a re-exam in the part(s) of the sub-exam(s) in which they failed to get at least the mark 02.

<p>Prerequisites to take the exam: To take the examination, it is a prerequisite that all exams on the 1st and 2nd semester have been passed.</p>
<p>Completion of the 2nd internal exam: To pass the exam the student must achieve the mark 02 for the actual 2nd internal exam. If the student fails to achieve the mark 02 or higher in one or both sub-exams, the student will need to take a re-exam in the part(s) of the sub-exam(s) in which they failed to get at least the mark 02.</p>
<p>The consequences of a failed exam: Re-examination. The same form and organisation as the regular exam</p>

8.5. Exam in elective programme element 1, 3rd internal

Exam in elective programme element 1, (3rd internal)	10 ECTS	Internal
<p>Time placement: At the end of the 3rd semester.</p>		
<p>Exam form and organisation: Please refer to the section of the curriculum called 'elective elements catalogue'.</p>		
<p>Assessment criteria: The assessment criteria for the exam are identical to the learning objectives for the elective elements. The learning objectives can be found in the description of the individual elective elements. Assessment according to the 7-point scale.</p>		
<p>Exam requirements: To take the examination, it is a prerequisite that all exams on the 1st and 2nd semester are passed.</p>		
<p>The consequences of a failed exam: Re-examination. The exam form can be found in the description of the individual elective elements.</p>		

8.6. Exam in elective programme element 2, 4th internal

Exam in elective programme element 2 (4th Internal)	10 ECTS	Internal
<p>Time placement: At the end of the 3rd semester</p>		
<p>Exam form and organisation: Please refer to the section of the curriculum 'elective elements catalogue'.</p>		
<p>Assessment criteria: The assessment criteria for the exam are identical to the learning objectives for the elective elements. The learning objectives can be found in the description of the individual elective elements.</p>		

Assessment according to the 7-point scale.
<p>Exam requirements:</p> <p>To take the examination, it is a prerequisite that all exams on the 1st and 2nd semester have been passed.</p>
<p>The consequences of a failed exam: Re-examination. The exam form can be found in the description of the individual elective elements.</p>

8.7. Internship exam, 5th Internal

5th Internal (Internship exam)	15 ECTS	Internal
Time placement: Second half of the 4th semester.		
<p>Exam form and organisation:</p> <p>The student's outcome from the internship is assessed by a written internal examination.</p> <p>The exam evaluates:</p> <ul style="list-style-type: none"> • your reflection on the fulfilment of the internship agreement's learning objectives by the tasks performed • the discussion and reflection on the theories you choose to apply in relation to the internship's specific tasks • how you, based on the thesis statement for the final exam project, present a qualified and substantiated suggestion for an action plan to resolve the thesis statement. The proposal must not contain solutions, but a description of the method that would lead to a solution of the problem. <p>The internship must be passed before the student can sign up for the final exam project.</p>		
<p>Exam form and organisation: The student's outcome from the internship is assessed by a written report, called the internship report.</p>		
<p>Assessment criteria: The assessment criteria for the exam are identical to the learning objectives for the internship. The learning objectives are specified in the joint curriculum.</p> <p>The exam is evaluated as pass/fail</p>		
<p>Exam requirements: The student must have completed 2/3 of their internship to participate in the exam.</p> <p>It is also a prerequisite that all exams on the 1st and 2nd semesters have been passed.</p>		
<p>The consequences of a failed exam: Improvement of internship the report.</p>		

8.8. Final exam project, 2nd external

Final exam project (2nd external)	15 ECTS	External
<p>Time placement: Completes the programme.</p>		
<p>Exam form and organisation: Oral examination based on a written report.</p>		
<p>Exam form and organisation: The final exam project can be prepared individually or in a group of 2-3 people.</p> <p>The scope of the exam is maximum:</p> <ul style="list-style-type: none"> • with 1 student: 100,000 characters • with 2 students: 150,000 characters • with 3 students: 200,000 characters <p>The number of characters includes spaces, footnotes, figures and tables but does not include the front page, table of contents, bibliography and appendices.</p> <p>If the total assessment gives a mark lower than 02, the student must prepare a new project with a new thesis statement, possibly based on the same company, to be able to re-register for the final exam project.</p> <p>Based on the written report, the student has an individual oral exam of 45 minutes' duration, including assessment.</p> <p>Spelling and writing skills are included in the overall assessment of the project.</p> <p>Students who can document a relevant, specific handicap can apply for an exemption from the requirement that spelling and writing style are included in the assessment. Applications must be submitted to the programme four weeks before the exam.</p>		
<p>Assessment criteria:</p> <p>The assessment criteria for the exam are identical to the learning objectives for the final exam project. The learning objectives are specified in the joint curriculum.</p> <p>The students will receive one mark according to the 7-point scale based on a complete assessment of the written and oral presentation. For the final project, the written part is weighted 2/3 and the oral defence is weighted 1/3. Separate marks will not be given.</p>		
<p>Exam requirements: To participate in the final exam project, it is a prerequisite that all of the programmes other exams have been passed, this includes the internship exam.</p>		
<p>The consequences of a failed exam: If the mark for the whole assessment is less than 02, the student will have to prepare a new project with a new thesis statement.</p>		

8.9. Completion of the exam

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations, they will appear in the individual exam descriptions.

Exam not passed

If a student is given less than the mark 02 at an exam, it is a fail and one exam attempt will have been used.

Project not handed in/written answers

If a student does not hand in their exam project or a written report, one exam attempt will have been used.

Not participated in the exam/oral examination

If a student hands in his/her final exam project, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible and the student will be examined in the previously handed in project.

8.10. Sickness and re-examinations

Information on the time and place of sick and re-exams are available on Study Update; this might be the same as the next regular exam. The student is responsible for finding out when the sick and re-exams take place.

Sick exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented by a medical certificate. The Academy must receive the medical certificate no later than three working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student bears the cost of the medical certificate. Requirements for the medical certificate can be found on the website under 'Worth knowing about exams'.

Re-examination

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered for the next scheduled exam, and the re-examination will be held no later than the middle of the next semester. The re-examination may be the same as the next regular exam.

The programme may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

8.11. Requirements for written assignments and projects

For all exams, etc., a standard page is defined as 2100 characters including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.

The requirements on the scope of written assignments and the correlation between the number of members of a group and the scope of projects are specified in the description of the individual exams.

All assignments must be submitted digitally through Wiseflow in Microsoft Word, Excel, PowerPoint or another specified format

8.12. Requirements for the final exam project

The final exam project is assessed at an external exam, which together with the internship exam and the programme's other exams demonstrates that the programme's learning objectives have been achieved. The exam consists of a project and an oral part, and students are given one total mark. The exam can only take place once the internship exam and the programme's other exams have been passed.

8.13. The effect of spelling and writing skills on the assessment of the final exam project

Spelling and writing skills are included in the assessment of the final exam project. The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be sent to the programme, addressed to the head of the programme no later than four weeks before the exam is due to be held.

8.14. Use of aids and assistance

Unless otherwise specified in the exam description, all aids as well as the Internet are allowed during the exam. Communication with others is not allowed during the exam.

8.15. Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the programme four weeks before the exam. Application requirements will be waived in cases of sudden health problems. The application must be accompanied by a medical certificate; statements from e.g. speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability.

Students with a non-English mother tongue may apply for permission to bring dictionaries for exams where aids are otherwise not permitted.

Applications for permission to bring any additional assistance must be submitted to the programme four weeks before the exam is held.

8.16. The language used by for exams

All exams are held in English.

9. Cheating including the use of own and others' work (plagiarism)

Projects and other material for examinations must be prepared by the students themselves. Upon the submission of written answers as well as physical and electronic submissions, the examinee confirms that the assignment/answers have been prepared without wrongful assistance.

9.1. Cheating and disruptive behaviour during exams

Cheating on tests and exams is covered by the Ministerial Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Ministerial Order).

If a student cheats on an exam, the student will be expelled from the exam.

If the cheating occurs under aggravated circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Cheating is for instance:

- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own (plagiarism - see <http://en.stopplagiat.nu/>)
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

If a student exhibits **disruptive behaviour** during an exam, the Academy can expel the student from the exam. In less severe cases, the Academy will only give a warning. Expulsion can also occur once the exam has been held.

9.2. Presumption of cheating, including plagiarism during and after the exam

If during or after an exam, there is a suspicion that an examinee:

- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)
- Has used previously assessed work or parts thereof without reference (plagiarism) this must be reported to the programme's management.

9.3. The process of clarification of cheating, including plagiarism

Postponement of the exam

If the report of cheating is plagiarism in a written assignment, where this forms the basis of assessment with a subsequent oral examination, the head of the department must postpone the exam if it is not possible to determine whether plagiarism has taken place before the date of the exam.

Format and content of the report

The report must be done without undue delay. The report should include a written presentation of the case, which includes information that can identify those reported, as well as a brief explanation and documentary evidence of the position. If one or more of the reported people are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarised parts must be marked with a clear reference to the sources that have been plagiarised. The plagiarised text must also be marked in the source text.

Involvement of the examinee – consultation of affected parties

The head of the programme determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating and to hear the student's side. The student has the right to have a representative accompany them to this meeting.

For written consultation, the documentation for the suspected cheating is sent to the student and a written statement is requested.

Sanctions for cheating and disruptive behaviour during an exam

If, after having the case explained, the head of department can confirm the suspicion of cheating, and if the action has or could have an impact on the assessment, the examinee must be expelled from the exam by the head of department.

In less severe cases, a warning is given first.

If the cheating occurs under aggravated circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

The examinee may not participate in a sick/re-exam but must wait until the programme's next ordinary exam.

The student may not attend classes or take any examinations during their period of expulsion. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

The student may not attend classes or take any examinations during their period of expulsion.

Complaints

The decision to expel and that an examination attempt has been used due to cheating is final, and cannot be appealed to a higher administrative authority.

Complaints about legal issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the Academy and must be addressed to the head of the programme, who must then submit a report that the complainant has the opportunity to comment on, usually within a period of one

week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the Academy is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order for Examinations § 51.

10. Other rules for the programme

10.1. Credit for subjects covered by the curriculum's institutional part

Passed elective programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme as well as other programmes.

10.2. Prior credit approval

Students may apply for prior credit approval. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies. In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

10.3. Talent strategy

As part of Business Academy Aarhus' talent strategy, it is possible to take more than 120 ECTS during a programme.

This option is limited to students who study abroad on the Academy's study abroad programme.

All students, as an appendix to your diploma, can also get a distinction for:

- Active participation in Business Academy Aarhus' Academy Council.
- Tutor for new students
- Buddy for new international students
- Active participation in Marketing Management's Student Council.
- Participation in Experts in Teams
- Participation in international case competitions.

10.4. Active attendance

Studying Marketing Management is NOT a self-study programme. As a student you are expected to actively participate in teaching and group work.

The first-year exam must be passed before the end of the first year of the commencement of your programme, to enable you to continue to the 2nd year of study. In addition, all exams on the programme's 1st, 2nd and 3rd semester as well as the internship exam must have been passed in order to be eligible to do the final exam project.

Theme C on the 2nd semester includes a compulsory study trip. The study trip has a duration of one week and an expected budget of maximum 5,000 DKK, excluding food and pocket money. If a student cannot take part in the study trip, dispensation may be granted by the head of the programme.

The consequences of not taking part in the study trip due to a lack of finances means that:

- You can't expect to do theme C with students from your own class, you might have to do the project with other students who have also been granted an exemption. However, the same quality requirements apply for this project.

- You will miss out on important professional input from the trip such as company visits, visits to chambers of commerce and the implementation of practical market analyses.
- The student misses out on an important social event in their class.

With absence from the study tour because of a documented illness, death in your immediate family, maternity/paternity leave, pregnancy, childbirth etc., a programme will be agreed upon individually with the head of programme.

10.5. Criteria for the assessment of study activity

Enrolment can be terminated for students who have not been active on a programme for a continuous period of at least one year.

Study activity is therefore defined as follows, students must have within the last 12 months:

- participated in the programme's regular (or sickness) exams
- passed at least one exam
- fulfilled their obligation to participate in any kind of activity, which is included as part of the programme, including group work, joint projects, remote learning, etc. as stipulated in the curriculum
- handed in, as stipulated in the curriculum, the tasks, reports, and participated in a SDI, etc., which are prerequisite requirements for participation in exams, with credible content, and have not handed in material that others have copyright to

Failure to meet one or more criteria in the definition of study activity justifies termination of enrolment.

Periods during which the student has not been active due to leave, maternity/paternity leave, adoption, a documented illness or military service do not count. The student may be required to provide documentation for these circumstances.

The programme may grant exemptions from these provisions if there are exceptional circumstances. The exemption application must be sent to the head of department.

Prior to the student's enrolment being brought to an end, the student will be advised of this in writing. In connection with this, the student must be made aware of the rules above. The letter to the student must make it apparent that the student has 14 days to submit evidence that the lack of activity on the programme should not count and must indicate the deadline for the application of an exemption.

If the student has not responded within the time limit, their enrolment will be terminated.

If the student requests that their enrolment not be terminated, termination is delayed until the case has been decided by the head of the programme.

The student can complain about the decision to the pro-rector within two weeks of receipt of the decision. The complaint will delay any further action. If the pro-rector upholds the decision, the student may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision with respect to any legal issues.

Study activity and SU

If you start on a new higher education programme on 1 July 2016 or later and get SU while you are studying, you cannot postpone your programme for more than 6 months (equivalent to 30 ECTS) in proportion to the number of months you have had SU for your programme. If the student postpones their programme for more than 6 months, SU will be stopped.

As an educational institution, we continuously check the students' study activity. Read more about the SU rules on su.dk. (in Danish only)

11. Complaints regarding exams and the appeals of decisions'

11.1. Complaints regarding exams

It is recommended that the examinee should get guidance from a student and career counsellor for the appeal procedure and for the preparation of a complaint.

The rules for exam complaints can be found in section 10 of the Ministerial Order on Examination Regulations.

In the Ministerial Order of Examinations, complaints are distinguished as either based on the

- basis of the examination etc., the exam procedure and/or the assessment or
- complaints concerning legal matters.

The two types of complaints are handled differently.

Complaints about the basis of the examination etc., exam procedure and assessment

A complainant can submit a written and justified complaint within a period of two weeks after the assessment of the exam is announced in the usual way:

- the basis of the exam, including exam questions, assignments, etc., as well as its relationship to the educational goals and requirements of the programme
- the exam procedure
- the assessment

The complaint can relate to all exams, including written, oral and a combination thereof, as well as practical or clinical exams.

The complaint must be sent to the quality department via the complaint system on www.baaa.dk.

The complaint must be immediately submitted to the original examiners, i.e. the examiner and co-examiner for the examination. The opinion of the examiners will form the basis of the Academy's decision regarding academic issues. The Academy will usually decide on a deadline of two weeks for the submission of their opinion.

Immediately after the examiners' opinion is available, the complainant has the opportunity to comment on the decision, usually with a week's deadline.

The Academy's decision is based on the examiners' academic opinion and any possible comments the complainant may have regarding the report.

The decision must be submitted in writing, and can be as follows:

- provision for a new assessment (reassessment)-only for written exams
- provision for a new exam (re-examination) or
- that the student's complaint has been dismissed.

Should it be determined that a reassessment or re-examination will be offered, the head of department must appointment new examiners. Reassessment can only be offered for written exams where there is material for assessment; this is because the new examiners cannot (re) assess an already held oral examination and the original examiners' notes are personal and may not be disclosed.

1. See Ministerial Order for Examinations chp 10: <https://www.retsinformation.dk/Forms/R0710.aspx?id=184136> in Danish only.

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed. If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

The examiners will then notify the Academy of the outcome of the re-assessment, including a written justification and evaluation, which may be a lower mark.

If it has been decided that a new assessment will be made or if there is an offer of a re-examination, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint.

The complaint must be sent to the head of the programme within two weeks (14 calendar days) after the evaluation of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.

A dispensation from the deadline can be granted if there are exceptional circumstances

11.2. Appeal

The complainant can appeal the Academy's decision regarding any academic issues to an appeals' board. The appeal board's activities are covered by the Public Administration Act, which includes incapacity and confidentiality.

The appeal must be sent to the quality department via complaints@baaa.dk.

The deadline for an appeal is two weeks after the student has been informed of the decision. The same requirements as mentioned above under complaint (in writing, with reasons etc.) also apply to the appeal.

The appeals' board consists of two external examiners appointed by the chairman of external examiners, as well as a lecturer eligible to examine, and a student within the same field of study (programme), they are both appointed by the head of department.

The appeals' board makes a decision based on the original material that formed the basis for the institution's decision and the student's substantiated appeal.

The board deals with the appeal and the resultant decision can be as follows:

- provision for a new assessment by new examiners, though this is only a possibility with written exams
- provision for a new examination (re-examination) by new examiners
- that the student's appeal has been unsuccessful

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed.

If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible. With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

Appeals must be decided within two months – for summer exams, within three months – after the appeal has been filed.

The appeal board's decision is final, which means that the case cannot be appealed to a higher administrative authority with regard to the academic part of the complaint.

11.3. Complaints concerning legal matters

Complaints concerning legal issues in the decisions made by the examiners for the reassessment or re-examination or the appeal board's decision must be submitted to Business Academy Aarhus within a period of two weeks from the day the decision is communicated to the complainant.

Complaints concerning legal issues in the decisions taken by the Academy in accordance with a Ministerial Order (for example, incapacity, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Academy who must submit a report that the complainant has the opportunity to comment on within a period of normally one week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Academy is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

12. Rules of exemption

The Academy can, in exceptional circumstances, grant dispensation to the regulations of the curriculum set by the institutions. The various institutions must cooperate in order to have a homogenous dispensation policy.

13. Approval

This institutional part of the curriculum has been enacted and approved by Business Academy Aarhus in August 2018.

Pernille Hallum Lykkegaard
Head of Programme