

Correction sheet for: the Institutional Part of the curriculum 2020 Marketing Management (AP)

Corrected on 1 July 2021 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 corrections concern section 3.7: Internship exam, 4th semester – 15 ECTS, where there are revisions to the formal requirement for the internship report, as well as the duration of the oral examination.

Original formulation:

3.7. Internship exam, 4th semester - 15 ECTS

Learning objectives for the exam

The learning objectives for the internship exam are identical to the learning objectives stipulated in the national part of the curriculum under internship and are based on the individual learning objectives.

The exam form and organisation including any formal requirements

The exam is an individual, oral examination based on the individual, written internship report.

The formal requirements for the internship report:

The student must prepare an improvement proposal which can create value in the company. The improvement proposal must include an academic area that the student has been involved in during their internship.

There must not be any correlation between the improvement proposal and the main problem areas in the final exam project.

The improvement proposal must be action-orientated, and the student's own experience must be included.

Relevant theories and models must be used. The assignment must be documented with relevant sources.

The scope of the report must be 3 pages. One standard page is 2,100 keystrokes which includes spaces and footnotes.

This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.

The oral exam - duration 30 minutes:

- The students must present:
 - their own reflections on fulfilling the learning objectives of the internship (5 minutes)

- a description of personal development in the internship (5 minutes)
- discussion of the internship report (15 minutes)
- Assessment and giving marks (5 minutes)

If the student is in an internship abroad, the internship exam can be conducted via Teams. See terms for this in section 5.

Prerequisites for the exam – active attendance and submission requirements

The internship report must meet formal requirements, be credible and must be timely and properly submitted.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. The internship exam is held with the internship supervisor and an internal co-examiner.

The written assignment and the oral internship exam each weigh 50% of the total mark for the exam. Separate marks will not be given.

Changed to:

3.7. Internship exam, 4th semester - 15 ECTS

Learning objectives for the exam

The learning objectives for the internship exam are identical to the learning objectives stipulated in the national part of the curriculum under internship and are based on the individual learning objectives.

The exam form and organisation including any formal requirements

The internship exam is an individual, oral examination based on the individual, written internship report.

The formal requirements for the internship report:

The student must identify a problem statement in the internship company that relates to one or more subjects on the Marketing Management programme. The student must then use relevant theories and models to analyse and evaluate the problem statement and make productive recommendations for the company.

It is expected that the internship report includes qualitative primary data and that the student will take financial considerations into account. The problem statement in the internship report must not be identical to the problem statement in the final exam project.

The scope of the report must be 3 pages. One standard page is 2,100 keystrokes which includes spaces and footnotes.

This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.

The oral exam - duration 35 minutes:

- Discussion of individual learning objectives (10 minutes)

- The students present their own reflections and evaluation of the fulfilment of their learning objectives as well as an account of their overall personal development during the internship.
- The examiner will ask follow-up questions
- Discussion of the internship report (15 minutes)
 - The students present their recommendations on one Powerpoint slide and answer follow-up questions in relation to defending and deepening the internship report
- Assessment and giving marks (10 minutes)

Prerequisites for the exam – active attendance and submission requirements

The internship report must meet formal requirements, be credible and must be timely and properly submitted.

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Criteria for assessment and co-examiner

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