

# Curriculum

**Appendix – Exam  
Marketing Management**

**February 2021**



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This is an appendix to the curriculum "Marketing Management 2020-2021". The appendix is only valid for students starting at the winter admission February 2021 and onwards.

The appendix includes description of an exam, which replaces the exam of the same name in the current curriculum (Marketing Management 2020-2021).

The same laws and regulations govern this exam as the rest of the Programme. The Programme is governed by the following acts and orders:

- Executive Order no. 786 of 8 August 2019: Executive Order on the Act on Academies of Professional Higher Education
- Executive Order no. 1343 of 10 December 2019: Executive Order on the Act on Academy Profession and Professional Bachelor Degree Programmes (the LEP Act)
- Executive Order no. 15 of 9 January 2020: Executive Order on Academy Profession and Professional Bachelor Degree Programmes (the LEP Order)
- Executive Order no. 18 of 9 January 2020: Executive Order on Tests and Exams in Vocational Further Education Programmes
- Executive Order no. 152 of 27 February 2020: Executive Order on Admission to Academy Profession and Professional Bachelor Degree Programmes
- Executive Order no. 114 of 3 February 2015: Executive Order on Grading Scale and Other Forms of Assessment
- Executive Order no. 1162 of 10 July 2020: Executive Order on Technical and Vocational Academy Profession and Professional Bachelor Degree Programmes.

There may be amendments to the acts and ministerial orders stated above. The current legislation is available in Danish on [www.retsinfo.dk](http://www.retsinfo.dk).

## 1st internal (1st semester exam)

### Prerequisites for participation in the test:

Approval of compulsory activities during the semester is a prerequisite for attending the exam.

### Sample organization and content:

The test consists of two parts:

- A multiple-choice exam of a duration of two hours
- A case examination, consisting of a cross disciplinary decision proposal and oral examination based on the presentation and questions from the syllabus

#### Multiple-choice exam

- Conducted in the premises of Zealand with exam guards. Without aids.
- Re-examination: Same form

#### Case exam

Written decision proposal:

The cross disciplinary decision proposal is prepared in a group of 3-4 people. The case is introduced approximately two weeks before hand-in. The report should contain a description of the company, problem statement, problem formulation and proposal consisting of recommendations for the case problem formulation) and appendices (internal and external analysis).

The decision proposal is prepared based on questions asked and a selected company as well as the market.

The oral examination will be based on the written material as well as the syllabus.

The basis for the group work is a short description of the task which includes:

- The name of the company and the market to be analyzed
- Some introductory links to information about the company and / or the relevant market
- A problem formulation which must be answered well documented and adequately

The decision paper (proposal) must be submitted in Wiseflow as a starting point for the oral examination.

Oral examination:

On the day of the examination: Oral examination is conducted by an examiner and an internal censor. The exam will have a duration of 30 minutes incl. voting. Set aside 5 min. for presentation, 20 min. for discussion and 5 min grading and feedback.

Re-examination: New (revised) written report and oral examination

The third attempt (2<sup>nd</sup> re-examination) will, unless otherwise stated, take place as an oral examination lasting 30 minutes, including voting and grading.

### **Formal requirements:**

The written decision proposal must have a scope of max. five (5) standard pages excl. front page, content and any appendices. The scope of appendices must be limited. A standard page has a scope of 2400 characters including spaces.

Margin and line spacing

Margin: recommended 2.5 cm in top, bottom and sides Line spacing: recommended 1.5

Information in header

- Exam title, 1<sup>st</sup> internal, Case exam, student name Team name/number Exam date
- Number of pages and total number of pages (appendices must be counted in the total number of pages)

### **Grading:**

7-point scale. Internal assessment.

The decision presentation and the oral examination are aimed at testing the learning objectives for the compulsory educational elements in the first semester.

Grade weighting for overall grade for multiple choice (1/3) and case exam (2/3). Furthermore, both exams must, as a minimum be passed with the grade of 02.

For the second part of the exam, the case exam and the subsequent oral part, each weigh 50%.

### **Timing:**

The end of the 1st semester

### **ECTS points:**

30 ECTS