

Amendment to the institutional part of the curriculum for the Marketing Management programme 2017–2019

Marketing Management

Amendment as of 15 March by Pernille H. Lykkegaard

Effective date

This amendment sheet for the institutional part of the curriculum for the Marketing Management programme 2017–2019 applies to students enrolled to start their studies on 28 August 2017 and applies to all students enrolled in this programme from this date.

Changes to the institutional part of the curriculum 2017

Concerning section 8.4, Internationalisation, second internal (third semester exam) – second internal exam

Original wording

The exam consists of a 4-hour cross-disciplinary individual written exam in the compulsory programme elements taught during the third semester.

The written exam is based on a case about a specific company, in which the student works with the topic of internationalisation. The case is handed out electronically 24 hours before the written exam.

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

- The company and the products involved
- Various sources

The paper consists of two questions and is based on the learning objectives for the third semester's compulsory programme element 'Internationalisation' (cf. the national part of the curriculum).

Changed to:

Internationalisation – second internal exam (third semester exam)

The exam consists of two 2-hour cross-disciplinary individual written exams in the compulsory programme elements taught during the third semester.

The written exam in Internationalisation is split up into two sub-exams concerning finance 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

Learning objectives for the exam

The learning objectives of the second internal exam are identical to the learning objectives of the compulsory programme element: Internationalisation. The learning objectives can be found in section 3 of the national part of the curriculum (from page 13).

Nature of the exam and structure

The second internal exam is split up into two 2-hour individual written exams addressing single courses and concerns the compulsory programme element Internationalisation at the third semester.

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

- The company and the products involved
- Various sources

Sub-exam 1:

Sub-exam 1 concerns the learning objectives for third semester Finance. See Appendix 1.

Sub-exam 2:

Sub-exam 2 concerns the learning objectives for third semester International Marketing. See Appendix 2.

Timing

Third semester.

Assessment criteria

The performance is assessed according to the 7-point scale with an internal co-examiner. The student must pass both sub-exams individually with at least the mark 02. The overall mark of the second internal exam will be an average of the marks achieved in the two sub-exams, with each sub-exam weighing 50%. The individual marks of the sub-exams and the overall mark will be stated on the diploma.

Completion of the exam

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. For illness and re-examinations, see section 8.10 of the institutional part of the curriculum.

ECTS credits

Overall, the second internal exam is worth 10 ECTS credits.

Approval

This correction sheet has been enacted and was approved by Business Academy Aarhus on 15 March 2018.

Appendix 1

Learning objectives for Finance (from page 20 in national curriculum)

Knowledge

The student will gain knowledge and understanding about:

- correlation between growth and investment
- investment theory and methods
- financing options, including equity and foreign capital
- classical and recent commerce theories
- the development of international trade and knowledge of the most important international organisations
- causes of inflation and the consequences of these
- exchange-rate formation
- cyclical theory

Skills

The student will get the skills to:

- evaluate and establish prerequisites for investments and make calculations as basis for investment decisions
- set relevant multi-period cash flows, based on, for example, estimated budgets of planned marketing initiatives
- evaluate and compare the measures envisaged based on a calculation of net present value, internal rate of return and sensitivity. Calculate and evaluate effective interest rates.
- list, describe and evaluate the most important internal economic ratios as part of an export market evaluation.

Competencies

The student will learn to:

- participate in the evaluation of macroeconomic policies
- participate in the preparation of the company's international growth strategies, taking into account the economic consequences of macroeconomic measures and the company's economy.

Appendix 2

Learning objectives for International Marketing (from page 20 in national curriculum)

Knowledge

The student will gain knowledge and understanding about:

- different growth strategies
- internationalisation theories, market selection as well as establishment forms
- International parameter strategies
- terminology concerning the programme's compulsory element subjects .

Skills

The student will get the skills to:

- propose possible solutions for the company's internationalisation, including market screening, market selection and entry strategies into international markets
- use international parameter strategies.

Competencies

The student will learn to:

- participate in the preparation of the company's international growth and marketing strategies
- manage the company's marketing planning process, including any financial implications.