

Correction sheet (due to the Corona situation 2020) for: The institutional curriculum which came into effect 20.08.2019, Marketing Management programme

Corrected on 20 May 2020 by Head of Programme, Pernille Hallum Lykkegaard.

Commencement

This correction sheet for the institutional part of the curriculum applies to students who must do the following three exams between March and June 2020. As the Academy is closed because of the corona situation, the exams have certain barriers.

Any re-examinations will be carried out in accordance with the current curriculum.

Changes to Institutional Part of the curriculum

2nd semester, summer start, year 2019:

Continuous assessment activity C will be held digitally – oral dialogue via Teams rather than physical attendance – feedback will be given in writing afterwards.

Written on-site exam, 1st external, will take place with the students being at home and completing the exam – without (digital) supervision.

3rd semester, winter start, year 2019:

Email marketing's exam form will be changed from a 4-hour written exam to a 48-hour assignment preparation followed by an oral digital examination. The form adheres to the Academy's exam types.

The oral exams will take place via Teams and if there is preparation time, then there will be digital supervision. All the elective's exams on the 3rd semester will be changed from physical to virtual forms. For written on-site exams (statistics and business economics), students will be at home and complete the exam without (digital) supervision.

Written on-site exam, 2nd internal, will take place with the students being at home and completing the exam – without (digital) supervision.

4th semester, summer start, year 2018:

Re-exams will be held digitally (for example purchasing, 1st internal, SEO) during the lockdown period.

In a few cases, the final exam project will be completed digitally through Teams – the majority will be held physically, as described in the curriculum.