

**Exam plan Winter 2024-25**

**MSc in Economics and Business Administration – Marketing, Social Media, and Digitalization, Sport and Event Management and Sustainability Management**

(May be subject to changes)

Responsible: Anette F. Schütt / Last update: 07-10-2024

Course / EKA	Form of exam	Date and Time	Hand in	Examiner(s)	Censorship	Evaluation
<b>1<sup>st</sup> / 3<sup>rd</sup> quarter</b>						
<b>Social Media Networks and Marketing Communication</b> B150187312 Part1 B150187302 Part2	Part 1: Presentation of case study (participation) Part 2: 2 hours written Exam in situ	09 <sup>th</sup> +23 <sup>rd</sup> October (During the quarter) 2024 14 <sup>th</sup> November 13.00 – 15.00 2024	In Digital Exam	Christian Ribeiro Dragin-Jensen	None	Pass / Fail 7-point grading scale
<b>Qualitative Research: Design, Collection and Analyses</b> B150246312 Part1 B150246302 Part2	Part1: Synopsis Part2: Written Report (individually or in groups of two)	5 <sup>th</sup> September 2024 4 <sup>th</sup> November 2024	12.00 noon in Digital Exam 12.00 noon in Digital Exam	Stefanie Sohn	None	Pass/Fail 7-point grading scale
<b>Entertainment Markets and Business</b> B150190312 Part1 B150190302 Part2	Part 1: Synopsis Part 2: 20 min. Oral examination	22 <sup>nd</sup> October (During the quarter) 2024 11 <sup>th</sup> November 2024 12 <sup>th</sup> November 2024	12.00 noon in Digital Exam	Arne Feddersen	None Internal	7-point grading scale 7-point grading scale
<b>Sustainability in Marketing and Consumer Behavior</b> B150254322 Part1 B150254312 Part2 B150254302 Part3	Part 1: Green Camp participation Part 2: Synopsis in groups of two students Part 3: 20 min. Oral Exam	2 <sup>nd</sup> October to 4 <sup>th</sup> October 18 <sup>th</sup> October 2024  13 <sup>th</sup> November 2024	Participation+presentation 22.00pm in DE on 3 <sup>rd</sup> Oct. 2024 12.00 noon in Digital Exam	Stefanie Sohn	None None External	Pass / Fail 7-point grading scale 7-point grading scale

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2 <sup>nd</sup> / 4 <sup>th</sup> quarter						
<b>Consumer Behavior</b> B150126312 Part1 B150126302 Part2	Project Report 2 hours written exam on premises	24 <sup>th</sup> January 2025 28 <sup>th</sup> January 2025 10.00 – 12.00	12.00 noon in Digital Exam Digital Exam	Oliver Schnittka	None	7-point grading scale
<b>Project Management</b> B150020302	72-hours take home team assignment  Individual oral defence	Hand out: 17 <sup>th</sup> January 2025 Hand in: 20 <sup>th</sup> January 2025  20 <sup>th</sup> – 24 <sup>th</sup> + 27 <sup>th</sup> January 2025	09.00am in Digital Exam 09.00am in Digital Exam  Time schedule will be available in DE later	Judith Parus	Internal	7-point grading scale
<b>Sports and Event Consumer</b> B150238312 Part1 B150238302 Part2	Project Report 2 hours written exam on premises	24 <sup>th</sup> January 2025 30 <sup>th</sup> January 2025 10.00 – 12.00	12.00 noon in Digital Exam In Digital Exam	Oliver Schnittka	None None	7-point grading scale
<b>Corporate Social Responsibility: Stakeholders, Strategy and Practice</b> B530000302	Project Report	24 <sup>th</sup> January 2025	12.00 noon in Digital Exam	Knud Sinding	None	7 <sup>t</sup> -point grading scale
5 <sup>th</sup> quarter (Electives)						
<b>Social Media Networks and Marketing Communication</b> B150187312 Part1	Part 1: Presentation of case study (participation)	9 <sup>th</sup> + 23 <sup>rd</sup> October (During the quarter) 2024	Digital Exam	Christian Dragin-Jensen	None	Pass / Fail 7-point grading scale

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<b>B150187302 Part2</b>	Part 2: 2 hours written Exam in situ	14 <sup>th</sup> November 13.00 – 15.00 2024				
<b>Risk Communication S550056301</b>		15 <sup>th</sup> November 2024				
<b>Regional Effects of Sports and other Events B150051312 Part1 B150051302 Part2</b>	Synopsis Project Report	21 <sup>st</sup> October 2024 5 <sup>th</sup> November 2024	12.00 noon in Digital Exam 12.00 noon in Digital Exam	Arne Feddersen	None Internal	7-point grading scale
<b>Entertainment Markets and Business B150190312 Part1 B150190302 Part2</b>	Part 1: Synopsis Part 2: 20 min. Oral examination	22 <sup>nd</sup> October (During the quarter) 2024 11 <sup>th</sup> November 2024 12 <sup>th</sup> November 2024	12.00 noon in Digital Exam	Arne Feddersen	None Internal	7-point grading scale 7-point grading scale
<b>Sustainability B539304312 Part1 B539304302 Part2</b>	Green Camp 4 hours written exam	2 <sup>nd</sup> October to 4 <sup>th</sup> October 12 <sup>th</sup> November 2024 10.00- 14.00	Participation In Digital Exam	Philipp Steinbrunner	None None	Pass / Fail 7-point grading scale
<b>Project-oriented Study in an organization B150164322 B150125302</b>	Supervisor Agreement Project Report	15 <sup>th</sup> August 2024 21 <sup>st</sup> January 2025	Via SPOCadm 12.00 noon in Digital Exam	Supervisor	None	Pass / Fail
<b>Topics in Marketing, Social Media, Digitalization, Sports and Events 5 ECTS (B150251302)</b>						

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10 ECTS (B150252302) 2,5 ECTS (B150253302) 7,5 ECTS (B150019302)	Project Report	27 <sup>th</sup> January 2025	12.00 noon in Digital Exam	Supervisor	None	7-point grading scale
6 <sup>th</sup> quarter						
Brand Management B150164312 Part1 B150164302 Part2	Project Report 2 hours written Exam	27 <sup>th</sup> January 2025 21 <sup>st</sup> January 2025 10.00 – 12.00	12.00 noon in Digital Exam	Oliver Schnittka	None	7-point grading scale
Environmental Spatial Modeling with GIS B539302301	Take home assignment Oral defense – 20 min.	17 <sup>th</sup> January 2025 22 <sup>nd</sup> +23 <sup>rd</sup> January 2025	12.00 noon in Digital Exam	Brooks Alexandra	Internal	7-point grading scale
Seminar: Empirical Analyses of Consumer Behavior B150152302	Portfolio Seminar Report Opponent Paper Oral exam + participation in seminar conference	20 <sup>th</sup> January 2025 24 <sup>th</sup> January 2025 27 <sup>th</sup> January 2025	12.00 noon in Digital Exam 12.00 noon in Digital Exam Participation	Oliver Schnittka	None	7-point grading scale
Master Thesis Practice B150211302	Portfolio Seminar Report Opponent Paper Oral exam + participation in seminar conference	20 <sup>th</sup> January 2025 24 <sup>th</sup> January 2025 30 <sup>th</sup> January 2025	12.00 noon in Digital Exam 12.00 noon in Digital Exam Participation	Oliver Schnittka	None	7-point grading scale
Corporate Social Responsibility: Stakeholders, Strategy and Practice	Project Report	24 <sup>th</sup> January 2025	12.00 noon in Digital Exam	Knud Sinding	None	7 <sup>t</sup> -point grading scale

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<b>B530000302</b>						
<b>Master Thesis</b>	Master Thesis	2 <sup>nd</sup> January 2025	12.00 noon in Digital Exam	Supervisor	External	7-point grading scale

**Blue = Mandatory courses for M.Sc. in Marketing, Social Media and Digitalization**

**Green = Mandatory courses for M.Sc. in Sports and Events Management.**

**Burgundy = Mandatory for M.Sc. in Sustainability Management**

**Black = Joint classes or electives.**

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