

Re-Exam plan Winter 2024-25

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

Responsible: Anette F. Schütt / Last update: 18-Sep-24

Course / EKA	Form of exam	Date and Time	Hand in	Examiner(s)	Censorship	Evaluation
1st / 3rd quarter						
Social Media Networks and Marketing Communication B150187312 Part1 B150187302 Part2	Presentation of revised or new case study 2 hours written in situ Exam	4 th November 2024 February 2025 (date tba)	 In Digital Exam	Christian Ribeiro Dagin-Jensen	None	Pass / Fail 7-point grading scale
Qualitative Research: Design, Collection and Analyses B150246312 Part1 B150246302 Part2	Synopsis Written Report	4 th February 2025 10 th February 2025	12.00 noon in Digital Exam 12.00 noon in Digital Exam	Stefanie Sohn	None	Pass/Fail 7-point grading scale
Entertainment Markets and Business B150190312 Part1 B150190302 Part2	Synopsis 20 min. Oral Exam	6 th February 2025 20 th February 2025	12.00 noon in Digital Exam TBA	Arne Feddersen	None Internal	7-point grading scale 7-point grading scale
Sustainability in Marketing and Consumer Behavior B150254322 Part1 B150254312 Part2 B150254302 Part3	30 min oral exam (pp presentation) Synopsis 20 min. oral exam	10 th February 2025 17 th February 2025 24 th February 2025	Room TBA 12.00 noon in Digital Room TBA Room TBA	Larysa Luzinska	None None External	Pass / Fail 7-point grading scale 7-point grading scala
2nd / 4th quarter						
Consumer Behavior B150126312 Part1 B150126302 Part2	Written Report 2 hours written in situ exam	28 th February 2025 February 2025 (date tba)	12.00 noon in Digital Exam In digital Exam	Oliver Schnittka	None	7-point grading scale

ADDITIONAL INFORMATION ABOUT EXAMINATIONS FIND IN THE COURSE DESCRIPTION AND GENERAL GUIDELINES FOR WRITTEN ASSIGNMENTS

Announcement of exam schedule and exam room in connection with written and oral exams takes place in Digital Exam no later than one week before the examination

Hand in / hand out of assignments / projects etc. takes place in Digital Exam. Time for hand in / hand out will be informed during the specific exam.

Change of dates may occur.

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Project Management B150020302	72 hours take home assignment w. oral defence	Hand out: 14 th February 2025 Hand in: 17 th February 2025 17 th -18 th February 2025	09.00 in Digital Exam 09.00 in Digital Exam Room TBA	Judith Parus	Internal	7-point grading scale
Sports and Event Consumer B150238312 Part1 B150238302 Part2	Project Report 2 hours written on site exam	28 th February 2025 February 2025(date tba)	12.00 noon in Digital Exam In Digital Exam	Oliver Schnittka	None	7-point grading scale
Corporate Social Responsibility: Stakeholders, Strategy and Practice B530000302	Project Report	28 th February 2025	12.00 noon in Digital Exam	Knud Sinding	None	7-point grading scale
5th quarter						
Social Media Networks and Marketing Communication B150187312 Part1 B150187302 Part2	Presentation of revised or new case study 2 hours written in situ Exam	14th November 2024 February 2025 (date tba)	12.00 in Digital Exam In Digital Exam	Christian Ribeiro Dragin-Jensen	None None	7-point grading scale 7-point grading scale
Risk Communication S550056301		Please check Public Health Exam plan				
Regional Effects of Sports and other Events B150051312 Part1 B150051302 Part2	Synopsis Written Report	3 rd February 2025 13 th February 2025	12.00 in Digital Exam 12.00 in Digital Exam	Arne Feddersen	None Internal	7-point grading scale 7-point grading scale

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Entertainment Markets and Business B150190312 Part1 B150190302 Part2	Synopsis 20 min. Oral Exam	11 th February 2025 February 2025 (date tba)	12.00 in Digital Exam Room TBA	Arne Feddersen	None Internal	7-point grading scale 7-point grading scale
Sustainability B539304312 Part1 B539304302 Part2	30 min oral exam (pp presentation) 4 hours written in situ exam	20 th February 2025 February (date tba)	12.00 in Digital Exam In Digital Exam (Room TBA)	Philipp Steinbrunner	None None	7-point grading scale 7-point grading scale
Project-oriented Study in an organization B150164322 B150125302	Supervisor Agreement Project Report	18 th February 2025 25 th February 2025	12.00 in SPOCadm 12.00 in Digital Exam	Supervisor	None	Pass / Fail 7-point grading scale
Topics in Marketing, Social Media, Digitalization, Sports and Events 5 ECTS (B150251302) 10 ECTS (B150252302) 2,5 ECTS (B150253302) 7,5 ECTS (B150019302)	Report	25 th February 2025	12.00 in Digital Exam	Supervisor	None	7-point grading scale
6th quarter						
Brand Management B150164312 Part1 B150164302 Part2	Project Report 2 hours written in situ exam	28 th February 2025 February 2025 (date tba)	12.00 in Digital Exam In Digital Exam (Room TBA)	Oliver Schnittka	None	7-point grading scale
Environmental Spatial Modeling with GIS B539302301	Written assignment w. oral defense	25 th February 2025 February (date tba)	12.00 in Digital exam (Room TBA)	Brooks Alexandra	Internal	7-point grading scale
Seminar: Empirical Analyses of Consumer Behavior B150152302	Portfolio Seminar Report	14 th February 2025	12.00 noon in Digital Exam 12.00 noon in Digital Exam	Oliver Schnittka	None	7-point grading scale

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	Opponent Paper Seminar meeting	19 th February 2025 24 th February 2025	Room tba			
Master Thesis Practice B150211302	Portfolio Seminar Report Opponent Paper Seminar meeting	14 th February 2025 19 th February 2025 24 th February 2025	12.00 noon in Digital Exam 12.00 noon in Digital Exam Room tba	Oliver Schnittka	None	7-point grading scale
Corporate Social Responsibility: Stakeholders, Strategy and Practice B530000302	Project Report	27 th February 2025	12.00 noon in Digital Exam	Knud Sinding	None	7-point grading scale
Master Thesis B150072312 B150072302	Revised Supervisor agreement Revised Master Thesis	2 nd attempt: 2 nd March 2025 3 rd attempt: 1 st June 2025 2 nd attempt: 1 st April 2025 3 rd attempt: 1 st July 2025	12.00 in SPOCadm 12.00 in SPOCadm 12.00 in Digital Exam 12.00 in Digital Exam	Supervisors	None External	Pass / Fail 7-point grading scale

Green: M.Sc Marketing, Social Media and Digitalization

Blue: M.Sc Sports and Events Management

Burgundy: M.Sc. in Sustainability Management

Sort: Joint and/or electives.

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