

Responsible: Tine Sørensen

Last update: 15.09.2025

Exam plan Autumn/Winter 2025/2026

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

| Course | Form of exam | Date | Time / place | Date of birth / exam number | Examiner(s) | Evaluation |
|--|---|--|--|---------------------------------|-------------------------|---|
| 3rd quarter (1st quarter) | | | | | | |
| Social Media Networks and Marketing Communication B150279312 | Part1: Research Design Presentation- Participation | 15 th September 2025 (During the quarter) | 10 min. Mid of the quarter | Student ID Card – Date of birth | Christian Dragin-Jensen | Second Examiner: None - Pass / Fail |
| B150279322 | Part2: Data Analyses Presentation | 27 th October 2025 (During the quarter) | 10 min. Mid. of the quarter | | | Second Examiner: None - Pass / Fail |
| B150279302 | Part3: 2 hours Written examination on premises | 5 th November 2025 10:00-12:00 | Before 12.00 noon in Digital Exam | | | Second Examiner: None 7-point grading scale |
| Qualitative Research: Design, Collection and Analyses B150278312 | Part1: Hand in presentation Oral presentation | <u>Hand in presentation:</u> 10 th September 2025 in Digital Exam before 12:00 <u>Oral presentation:</u> 24 th September 2025 | Oral presentation must not exceed 5 minutes | Student ID Card – Date of birth | Agnieszka Radziwon | Second Examiner: None – Pass / Fail |
| B150278302 | Part2: Portfolio with oral defence | <u>Hand in:</u> 28 th October 2025 in Digital exam before 12:00 <u>Oral defence:</u> 4 th November 2025 | at 12:00 via Digital exam Time schedule will be available in Digital Exam after hand in | | | Second Examiner: None 7-point grading scale |

ADDITIONAL INFORMATION ABOUT EXAMINATIONS CAN BE FOUND 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 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.

The grades for courses will be published no later than 4 weeks after the exam date. The grade for the oral exam is announced on the day of the exam.

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| Sustainability in Marketing and Consumer Behavior B150280312 | Part1: Portfolio with oral defense | Oral presentation: 8 th October 2025 at 14:15PM Submitting report: 10. October at 12:00PM | Via Digital Exam | Student ID card – Date of birth | Stefanie Sohn/Niels Antonsen | Second examiner: None 7-point grading scale |
| B150280302 | Part2: Individual 20. Min. Oral exam | 10 th November 2025 10:00- (18:00) and 11 th November 8:00-11:00 | Time schedule will be available in Digital Exam after hand in | | | Second examiner: External 7-point grading scale |
| Entertainment Markets and Business B150289312 | Part1: Oral Presentation of synopsis | 23 th October 2025 15:15-17:00 28 th October 2025 8:15-10:00 30 th October 2025 15:15-17:00 13 th November 2025 | Participation Time schedule will be available in Digital Exam | Student ID Card – Date of birth | Arne Feddersen | Second examiner: None Pass/Fail Second examiner: Internal 7-point grading scale |
| B150289302 | Part2: 20 min. Individual Oral exam | | | | | |
| 4th quarter (2nd + 6th quarter) | | | | | | |
| Consumer Behavior B150126312 | Part1: Project report | 19th January 2026 before 12:00 | Via Digital exam | Student ID Card – Date of birth | Oliver Schnittka | Second examiner: None 7-point grading scale |
| B150126302 | Part2: 2 hours written exam on premisis | 2 hours examination 23th January 10:00-12:00 | | | | Second examiner: None 7-point grading scale |
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| Project Management B150020302 | 72 hours Take-home assignment 20 min. Individual oral defence | Hand out: 16th January 2026 Hand ind: 19th January 2026 19th – 23th January 2026 26th –27th January 2026 | 09:00 in Digital Exam 09:00 in Digital exam Time scedule will be available in DE after hand ind | Student ID card – Date of birth | Nina Isabella Moeller | Second examiner: Internal 7-point grading scale |
| Sport and Event Consumer Behavior B150238312 B150238302 | Part1: Project report Written examination on premises | 20 th January 2026 before 12:00 2 hours examination 28th January 2026 10:00-12:00 | Via Digital exam | Student Identification Card - Date of birth | Oliver Schnittka | Second examiner: None 7-point grading scale Second examiner: None 7-point grading scale |

Elective courses

| Course | Form of exam | Date | Time / place | Date of birth / exam number | Examiner(s) | Evaluation |
|--|--|---|---|---------------------------------|------------------|--|
| 5th quarter | | | | | | |
| Project-oriented Study in an organization B150250322 B150250302 | Part1: Supervisor Agreement - Compulsory assignment Part2: Project report | 15th August 2025 19th January 2026 | Electronic report in SPOC noon 12:00 Before noon 12:00 in Digital exam | Student ID Card – Date of birth | Oliver Schnittka | Second examiner: None Pass/Fail Second examiner: None 7-point grading scale |

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|--|---|---|---|--|------------------|--|
| Regional Effects of Sport and other Events B150290312 B150290302 | Part1: 20 min. Oral presentation – Participation | 30 th September 2025 from 14:15-18:00 Hand in: 5 th November 2025 12:00 Oral defence: 11 th November 2025 | Via Itslearning Via Digital exam Time scedule will be available in Digital Exam after hand in | Student Identification Card - Date of birth | Arne Feddersen | Second examiner: None Pass/Fail |
| | Part2: Portfolio with 20. Min. oral defense in groups or individual | | | | | Second examiner: None 7-point grading scale |
| Topics in Marketing, Social Media, Digitalization, Sports and Events B150263302 10 ECTS B150259302 2,5 ECTS B150261302 7,5 ECTS* B150262302 5,0 ECTS* | Project Report | 29th January 2026 | Before 12.00 in Digital Exam | Student ID Card – Date of birth | Supervisors | Second Examiner: none 7-point grading scale |
| 6th quarter | | | | | | |
| Master Thesis Practice: Data analyses B150258302 | Portfolio: 1: written report 2: Opponent paper 3: seminar conference | 19th January 2026 23th January 2026 27th January 2026 | Before 12:00 noon in Digital Exam Before 12:00 noon in Digital exam | Student ID Card – Date of birth | Oliver Schnittka | Second Examiner: none 7-point grading scale |
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| 7 th + 8 th quarter | | | | | | |
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| Master Thesis B150072312 B150072302 | Part1: Revised Supervisor Agreement Part2: Master's Thesis Individual oral defence | See Course Description for Master Thesis under "Timing" 2 nd January 2026 Dates and time will be advised in Digital Exam | Via SPOC Supervisors Before 12:00 noon in Digital Exam | Student ID Card – Exam number | Supervisors | Exam condition - Supervisor agreement Second examiner: External 7-point grading scale |

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