

Responsible: Tine Sørensen

Last update: 11.09.2025

Re-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 B150279322 B150279302	Part1: Research Design Presentation- Participation Part2: Data Analyses Presentation Part3: 2 hours Written examination on premises	3th November 2025 10 th November 2025 19 th February 17:00-19:00	A revised or a new case study with the same criteria as for the ordinary exam has to be presented.	Student ID Card – Date of birth	Christian Dragin-Jensen	Second Examiner: None - Pass / Fail Second Examiner: None 7-point grading scale
Qualitative Research: Design, Collection and Analyses B150278312 B150278302	Part1: Hand in presentation Oral presentation Part2: Portfolio with oral defence	<u>Hand in presentation:</u> 6 th February 2026 in Digital Exam before 12:00 <u>Oral presentation:</u> 10 th February 2026 <u>Hand in:</u> 16 th February in Digital exam before 12:00 <u>Oral defence:</u> 19 th February 2026	Oral presentation must not exceed 5 minutes at 12:00 via Digital exam Time schedule will be available in Digital Exam after hand in	Student ID Card – Date of birth	Agnieszka Radziwon	Second Examiner: None – Pass / Fail 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.

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Sustainability in Marketing and Consumer Behavior B150280312	Part1: Portfolio with oral defense	Oral presentation: 5 th November 2025 Submitting report: 12 th November 2025	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	20 th February 2026	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	17 th February 2026	Participation	Student ID Card – Date of birth	Arne Feddersen	Second examiner: None Pass/Fail
B150289302	Part2: 20 min. Individual Oral exam	23 th February 2026	Time schedule will be available in Digital Exam after hand in			Second examiner: Internal 7-point grading scale
4th quarter (2nd + 6th quarter)						
Consumer Behavior B150126312	Part1: Project report	6 th February 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 premises	23 th February 2026 17:00-19:00				Second examiner: None 7-point grading scale
Project Management	72 hours Take-home assignment	Hand out: 20 th February 2026	09:00 in Digital Exam	Student ID card – Date of birth	Nina Isabella Moeller	Second examiner: Internal

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B150020302	20 min. Individual oral defence	Hand ind: 23th February 2026 25th February 2026	09:00 in Digital exam Time scedule will be available in DE after hand ind			7-point grading scale
Sport and Event Consumer Behavior B150238312	Part1: Project report	18 th February 2026 before 12:00	Via Digital exam	Student Identification Card - Date of birth	Oliver Schnittka	Second examiner: None 7-point grading scale
B150238302	Part 2: 2 hours Written examination on premises	23th February 2026 17:00-19:00				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	Part1: Supervisor Agreement - Compulsory assignment		Electronic report in SPOC noon 12:00	Student ID Card – Date of birth	Oliver Schnittka	Second examiner: None Pass/Fail
B150250302	Part2: Project report	26th February 2026	Before noon 12:00 in Digital exam			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	4 th February 2026 Hand in: 6 th February 2026 Oral defence: 17 th February 2026	Via Itslearning Via Digital exam Time schedule 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	27th February 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	See Course Description for re- exam under Additional Information	Before 12:00 noon in Digital Exam	Student ID Card – Date of birth	Oliver Schnittka	Second Examiner: none 7-point grading scale
	2: Opponent paper	18th February 2026	Before 12:00 noon in Digital exam			
	3: seminar conference	26th February 2026				

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7 th + 8 th quarter						
Master Thesis B150072312 B150072302	Part1: Revised Supervisor Agreement Part2: Master's Thesis Supervisor agreement Revised Master Thesis Individual oral defence	See Course Description for Master Thesis under reexam "Timing" 2 nd attempt: 2 nd March 2026 3 rd attempt: 1 st June 2026 2 nd attempt: 1 st April 2026 3 rd attempt: 1 st July 2026 Dates will be announced in Digital Exam later	Via SPOC Supervisors 12:00 in SPOCadm 12:00 in SPOCadm 12:00 in Digital exam 12:00 in Digital Exam	Student ID Card – Exam number	Supervisors	Exam condition - Supervisor agreement Second examiner: External 7-point grading scale

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