

## M.A. DIGITAL MARKETING

### Individual application for recognition/ Crediting of previous achievements for the study programme

Do you have any work experience or have you already studied at another university? Then use our "Individual Application for the Recognition of Previous Achievements".

Please read our guidelines in advance. Here you will find important information on how to fill out the application and on the transfer process of previous achievements.

We will be happy to check in advance whether and to what extent we can recognize your achievements. You do not have to enroll straight away!

We only need simple (i.e. not certified) copies of your relevant certificates.

- First you fill in the field with your personal data.
- **On page 3** you will find an overview of all modules and courses in your programme. Please check whether you can document relevant previous experience based on our curriculum. Now select the modules/courses for which you would like to receive credit and enter the relevant information.
- **Important:** Compare your previous academic achievements or verifiable professional experience with the content of the individual modules. You can find the module descriptions in the "Module Handbook".

**Example:** In this excerpt you can see how you should fill in the table (examples in **bold**):

Module	Course-Code	Course-Name	ECTS-CP	Type of achievement (e.g. university course, professional experience etc.)	Institution	ECTS-CP/ Workload	Recognized/credited ECTS-CP	Reason für denial
Leadership 4.0	DLBWPLS01-E	Leadership 4.0	5	<b>Seminar, SS 2009</b>	<b>Sample university</b>	<b>5 ECTS/ 5 SWS</b>	To be filled in by our university	To be filled in by our university
Computer Training	BCTR01-01	Computer Training	5	<b>Activity as a customer advisor</b>	<b>Sample company</b>	<b>2015-2018 40h/Week</b>	To be filled in by our university	To be filled in by our university

- Finally, you submit your application including the necessary documents (see checklist): **Done!**

**Our tip:** To help us process your application even faster, it is helpful if you name your documents by Content\_FirstName\_LastName. **For example:**

Certificate\_Max\_Sample

## WHAT COMES NEXT

1. We will confirm the receipt of your application and request further documents if needed.
2. We will send you a message as soon as we have forwarded your processed request to the examination board for final approval.
3. You will get the result of your recognition.
4. We will forward the result of the recognition to the examination office so that your recognized achievements are recorded in your performance overview in myCampus. However, this will only happen after your official enrollment.
5. If the recognition has led to a cost reduction, you will receive an additional agreement, valid from your official enrollment date, which will be sent to you before you start your payments.

In the event that the start of your studies overlaps with the review of your application for recognition Please do not enroll in any of the courses for which you have applied for recognition when you start your studies. We can only register your recognized courses after the recognition process has been completed and after your enrollment.

**Your advantage:** You are not bound to a fixed schedule when choosing courses, you are completely flexible.

**In case of new study programs, the new modules are only available at the beginning of the respective semester** (see study schedule full-time model in the download area of the website).

**Note:** Once you have registered for recognition of prior learning, you will no longer be able to take an exam in this course If you have registered for an examination for a module that is also being reviewed for recognition, your application for recognition for this module is invalid according to § 7 (1) of the IU International University of Applied Sciences general Examination Regulations.

## INDIVIDUAL APPLICATION FOR THE STUDY PROGRAMME M.A. DIGITAL MARKETING 60 ECTS (MADIM-60)

<b>Personal data</b>	
<input type="checkbox"/> 1. Application for recognition	<input type="checkbox"/> _____ Follow-up application for recognition
Title <sup>1</sup>	
First name <sup>1</sup>	Last name <sup>1</sup>
Street <sup>1</sup>	
Postal Code <sup>1</sup>	City <sup>1</sup>
Phone <sup>1</sup>	E-Mail <sup>1</sup>
Matriculation number (alternatively: date of birth) <sup>1</sup>	

<sup>1</sup> Required fields

**RECOGNITION****M.A. DIGITAL MARKETING 60 ECTS (MADIM-60)****FUNDAMENTAL AREA<sup>3</sup>**

Module	Course Code	Course name	ECTS-CP	Type of achievement (e.g.university course, professional experience etc.)	Institution	ECTS-CP/Workload	Recognized/credited ECTS-CP <sup>1</sup>	Reason for denial <sup>2</sup>
Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5					
Performance Marketing: Search and Social	DLMOMPSS01_E	Performance Marketing: Search and Social	5					
Performance Marketing: Affiliate and Mail	DLMOPMAM01_E	Performance Marketing: Affiliate and Mail	5					
Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5					
Applied Research	DLMAF01_E	Applied Research	5					
Project: Agile Online Marketing	DLMOMPAOM01_E	Project: Agile Online Marketing	5					
Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5					

<sup>1</sup> 1 ECTS-CP = 30 hours

<sup>1</sup>to be filled in by the examination board

<sup>2</sup> Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient ; 4 Submit certificate with language level according to European reference framework; 5 Other

<sup>3</sup>

**ELECTIVES<sup>4</sup>**

Module	Course Code	Course name	ECTS-CP	Type of achievement (e.g. university course, professional experience etc.)	Institution	ECTS-CP/Workload	Recognized/credited ECTS-CP <sup>1</sup>	Reason for denial <sup>2</sup>
SEA and Social Media Marketing	DLMOMSSMM01_E	SEA and Social Media Marketing	5					
	DLMOMSSMM02_E	Project: Paid Media	5					
Data Driven Marketing and Controlling	DLMOMDDMC01_E	Data Driven Marketing	5					
	DLMMAAMC01_E	Advanced Marketing Controlling	5					
Mobile Marketing	DLMOMMM01_E	Web and Mobile Development	5					
	DLMOMMM02_E	Project: Digital Campaigns	5					
E-Commerce	MWEC01-01_E	E-Commerce I	5					
	MWEC02-01_E	E-Commerce II	5					
Innovation and Entrepreneurship	DLMBIE01-01	Innovation and Entrepreneurship	5					
	DLMBMIIT01	Internet of Things	5					

1 ECTS-CP = 30 hours

<sup>1</sup>to be filled in by the examination board

<sup>2</sup> Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient ; 4 Submit certificate with language level according to European reference framework; 5 Other

<sup>4</sup> One elective module of 10 ECTS-CP has to be chosen.

**RECOGNITION**

**M.A. DIGITAL MARKETING 60 ECTS (MADIM-60)**

Module	Course Code	Course name	ECTS-CP	Type of achievement (e.g. university course, professional experience etc.)	Institution	ECTS-CP/Workload	Recognized/credited ECTS-CP <sup>1</sup>	Reason for denial <sup>2</sup>
Product Development and Design Thinking	DLMBPDDT01	Product Development	5					
	DLMBPDDT02	Design Thinking	5					
Sales, Pricing and Brand Management	DLMBSPBE01	Global Brand Management	5					
	DLMBSPBE02	Sales and Pricing	5					
Artificial Intelligence	DLMAIAI01	Artificial Intelligence	5					
	DLMAISAI01	Seminar: AI und Society	5					
Communication and Public Relations	DLMWKB01_E	Communication and Public Relations I	5					
	DLMWKB02_E	Communication and Public Relations II	5					
Salesforce Consultant Specialization	DLMSFCS01	Salesforce Administrator and Service Cloud Consultant	5					
	DLMSFCS02	Salesforce Sales Cloud Consultant	5					

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**RECOGNITION**

**M.A. DIGITAL MARKETING 60 ECTS (MADIM-60)**

Module	Course Code	Course name	ECTS-CP	Type of achievement (e.g.university course, professional experience etc.)	Institution	ECTS-CP/Workload	Recognized/credited ECTS-CP <sup>1</sup>	Reason for denial <sup>2</sup>
Salesforce Sales Specialization	DLMWSA01_E	Sales Management I	5					
	DLMSFSS01	Salesforce Sales Skills	5					
Salesforce Developer Specialization	DLMSFDS01	Salesforce Platform App Builder	5					
	DLMSFDS02	Salesforce Platform Developer	5					
Process Management with Scrum	DLMPREEPS01	Process Management with Scrum	5					
	DLMPREEPS02	Project: Corporate Project with Scrum	5					
Project Management with Prince2	DLMPREEMPR01	Project Management with Prince2	5					
	DLMPREEMPR02	Project: Corporate Project with Prince2	5					
Big Data Applications	DLMDSBDT01	Big Data Technologies	5					
	DLMBBD01	Data Utilization	5					

1 ECTS-CP = 30 hours

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**RECOGNITION**

**M.A. DIGITAL MARKETING 60 ECTS (MADIM-60)**

Module	Course Code	Course name	ECTS-CP	Type of achievement (e.g.university course, professional experience etc.)	Institution	ECTS-CP/Workload	Recognized/credited ECTS-CP <sup>1</sup>	Reason for denial <sup>2</sup>
Data Science and Analytics	DLMBDSA01	Data Science	5					
	DLMBDSA02	Analytical Software and Frameworks	5					
Business Analyst	DLMDSEBA01	Business Intelligence I	5					
	DLMDSEBA02	Project: Business Intelligence	5					
Communitymanagement and Online-Communication	DLMMMCM01	Community Management	5					
	DLMMMSDSM01	Seminar: The Dark Side of Online Communication	5					
Social Media Creation	DLMMKSMC01	Social Media Creation: Audio, Video/Motion, Text	5					
	DLMMMPC01	Project: Content Creation	5					
Neuromarketing	DLMDIMENM01	Neuromarketing	5					
	DLMDIMENM02	Project: Online Neuromarketing	5					
Social Media Campaigns and Storytelling	DLMMMSMCM01	Social Media and Campaign Management	5					
	DLMMKMSTSM01	Storytelling in Social Media	5					

1 ECTS-CP = 30 hours

<sup>4</sup> One elective module of 10 ECTS-CP has to be chosen.

<sup>1</sup>to be filled in by the examination board

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**RECOGNITION****M.A. DIGITAL MARKETING 60 ECTS (MADIM-60)**

Module	Course Code	Course name	ECTS-CP	Type of achievement (e.g. university course, professional experience etc.)	Institution	ECTS-CP/Workload	Recognized/credited ECTS-CP <sup>1</sup>	Reason for denial <sup>2</sup>
Growth Hacking and Conversion Rate Optimization	DLMGHAGH01	Advanced Growth Hacking	5					
	DLMGHPCRO01	Project: Conversion Rate Optimization	5					
Consumer Behaviour and Digital Business Models	DLMBCBR01	International Consumer Behaviour	5					
	DLMIDBM01_E	Digital Business Models	5					

<sup>1</sup> 1 ECTS-CP = 30 hours

<sup>1</sup> to be filled in by the examination board

<sup>2</sup> Processing note in case of rejection: 1 Scope of work not sufficient; 2 Significant differences in content/ requirement level have been identified; 3 Certification not sufficient; 4 Submit certificate with language level according to European reference framework; 5 Other

<sup>4</sup> One elective module of 10 ECTS-CP has to be chosen.



## Your checklist: Everything done?

### **We need these documents to check your recognition:**

Please send us simple copies, as we cannot return your documents to you.

We will be happy to review your application even without certified copies.\*

### **RECOGNITION OF ACHIEVEMENTS FROM A COURSE OF STUDY (UNIVERSITY ACHIEVEMENT)**

- Transcript/ Performance overview of the achieved study achievements and ECTS-CP/number of hours
- Module handbooks & course content (German or English)
- In case of study achievements at foreign universities: Overview of their evaluation system

### **CREDITING OF CERTIFICATES (MASTER´S LEVEL)**

- Description of the imparted contents and/or proof of the temporal extent
- In the case of further qualification achievements at foreign institutes: Overview of the assessment system

### **CREDITING OF ACHIEVEMENTS FROM WORK EXPERIENCE**

- Official proof of activity of the employer  
(including the following information: Detailed description of the function, the tasks as well as the period of time).
  - Please use the form "Employer confirmation" for this purpose. You can find it in our online recognition area, where you will also find your individual application form
  - Or, alternatively, submit a qualified job reference (including all the above information)

If you have any questions, please contact our student counselling service.

## **TO BE COMPLETED BY THE UNIVERSITY<sup>1</sup>**

Previous achievements to the extent of \_\_\_\_\_ ECTS-CP will be recognized/credited via the courses marked in the table. This reduces the study fee by a total of \_\_\_\_\_ Euro.

- Subsequent recognition/credit - no cost reduction
- Sufficient proof of achievements was submitted

**No later than 3 weeks after enrollment, you will also receive a separate notice listing your reduced fees and due date(s).**

This request was processed on: \_\_\_\_\_

The decision about the creditability of the achievements is made by the examination board. The recognition decision was reviewed and approved by the examination board of the IU International University of Applied Sciences.

This notice was created by machine and is valid without signature.

### **Information on legal remedies**

An appeal against this decision can be lodged in writing or on record with the Examination Board of IU International University of Applied Sciences within one month of notification. ([anerkennung@iu.org](mailto:anerkennung@iu.org))

Further proof or missing documents must be submitted within 2 weeks after receipt of the appeal. If the objection is not substantiated, a decision will be made on the basis of the files.

In case of an appeal, the entire recognition decision will be reviewed again. We expressly point out that a deterioration with regard to the recognized ECTS number is possible.

<sup>1</sup> Will be filled in by the university

\*IU Internationale Hochschule GmbH reserves the right to request certified copies in case of doubt.