

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	Seminar, SS 2009	Sample university	5 ECTS/ 5 SWS	To be filled in by our university	To be filled in by our university
Computer Training	BCTR01-01	Computer Training	5	Activity as a customer advisor	Sample company	2015-2018 40h/Week	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.

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 120 ECTS (MADIM-120)

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

¹ Required fields

RECOGNITION**M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)****FUNDAMENTAL AREA³**

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 ¹	Reason for denial ²
International Marketing	DLMMARE01	International Marketing	5					
Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5					
Customer Relationship Marketing	MWMA02_E	Customer Relationship Marketing	5					
Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5					
Design, Lean and Game: Social and creative methods	DLMOMDLG01_E	Design, Lean and Game: Social and creative methods	5					
Marketing Project	DLMMFS01_E	Marketing Project	5					
International IT Law	DLMIMWITR01_E	International IT Law	5					
User Interface and Experience	DLMAIEUIUX01	User Interface and Experience	5					
Performance Marketing: Search and Social	DLMOMPSS01_E	Performance Marketing: Search and Social	5					
Performance Marketing: Affiliate and Mail	DLMOMPAM01_E	Performance Marketing: Affiliate and Mail	5					
Advanced Research Methods	DLMARM01	Advanced Research Methods	5					

1 ECTS-CP = 30 hours

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¹to be filled in by the examination board² 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

RECOGNITION**M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)**

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 ¹	Reason for denial ²
Project: Agile Online Marketing	DLMOMPAOM01_E	Project: Agile Online Marketing	5					
Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5					
Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5					

¹ 1 ECTS-CP = 30 hours

¹ to be filled in by the examination board

² 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

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RECOGNITION**M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)****ELECTIVE A⁴**

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 ¹	Reason for denial ²
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					
Salesforce Consultant Specialization	DLMSFCS01	Salesforce Administrator and Service Cloud Consultant	5					
	DLMSFCS02	Salesforce Sales Cloud Consultant	5					

1 ECTS-CP = 30 hours

¹to be filled in by the examination board² 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 Other⁴ Please choose one 10 ECTS course per elective area. Each course can only be chosen once.

RECOGNITION**M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)****ELECTIVE B⁴**

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 ¹	Reason for denial ²
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

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RECOGNITION

M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)

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 ¹	Reason for denial ²
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 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					

1 ECTS-CP = 30 hours

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RECOGNITION

M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)

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 ¹	Reason for denial ²
Process Management with Scrum	DLMPREEPMS01	Process Management with Scrum	5					
	DLMPREEPMS02	Project: Corporate Project with Scrum	5					
Project Management with Prince2	DLMPREPMR01	Project Management with Prince2	5					
	DLMPREPMR02	Project: Corporate Project with Prince2	5					
Big Data Applications	DLMDSBDT01	Big Data Technologies	5					
	DLMBBD01	Data Utilization	5					
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					

1 ECTS-CP = 30 hours

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RECOGNITION

M.A. DIGITAL MARKETING 120 ECTS (MADIM-120)

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 ¹	Reason for denial ²
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					
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					

1 ECTS-CP = 30 hours

¹to be filled in by the examination board

² 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

⁴ Please choose one 10 ECTS course per elective area. Each course can only be chosen once.

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 UNIVERSITY¹

Previous achievements to the extent of _____ ECTS-CP will be recognized/credited via the courses marked in the table.

- Sufficient proof of achievements was submitted

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. (recognition-online@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.

¹ Will be filled in by the university

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