

## M.A. GROWTH HACKING

### 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.

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. GROWTH HACKING 120 ECTS (MAGH-120)

<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. GROWTH HACKING 120 ECTS (MAGH-120)****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>
Advanced Growth Hacking	DLMGHAGH01	Advanced Growth Hacking	5					
International Consumer Behavior	DLMBCBR01	International Consumer Behavior	5					
Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5					
Advanced Research Methods	DLMARM01	Advanced Research Methods	5					
Data Driven Marketing	DLMOMDDMC01_E	Data Driven Marketing	5					
Project: Growth Hacking Tools	DLMGHPGHT01	Project: Growth Hacking Tools	5					
Performance Marketing	DLMGHPM01	Performance Marketing	5					
Design, Lean and Game: Social and creative methods	DLMOMDLG01_E	Design, Lean and Game: Social and creative methods	5					
Digital Analytics and Strategies	DLMMDAS01_E	Digital Analytics and Strategies	5					
Web and Mobile Development	DLMOMMM01_E	Web and Mobile Development	5					
Project: Conversion Rate Optimization	DLMGHPCRO01	Project: Conversion Rate Optimization	5					

1 ECTS-CP = 30 hours

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<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

**RECOGNITION****M.A. GROWTH HACKING 120 ECTS (MAGH-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 <sup>1</sup>	Reason for denial <sup>2</sup>
Project: Growth Hack Development User Interface and Experience	DLMGHPGHD01	Project: Growth Hack Development	5					
	DLMAEUIUX01	User Interface and Experience	5					
Seminar: Previous and Current Growth Hacks	DLMGHSPCGH01	Seminar: Previous and Current Growth Hacks	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>

**RECOGNITION****M.A. GROWTH HACKING 120 ECTS (MAGH-120)****ELECTIVE A<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>
E-Commerce	MWEC01-01_E	E-Commerce I	5					
	MWEC02-01_E	E-Commerce II	5					
Strategic Marketing and Branding	MWMA01_E	Global Branding	5					
	MWMA02_E	Customer Relationship Marketing	5					
Social Media Models and Creation	DLMGHESMMC01	Digital Social Media Business Models	5					
	DLMMKSMC01	Social Media Creation: Audio, Video/Motion, Text	5					
Business Analyst	DLMDSEBA01	Business Intelligence I	5					
	DLMDSEBA02	Project: Business Intelligence	5					
Salesforce Consultant Specialization	DLMSFCS01	Salesforce Administrator and Service Cloud Consultant	5					
	DLMSFCS02	Salesforce Sales Cloud Consultant	5					

1 ECTS-CP = 30 hours

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

**RECOGNITION**

**M.A. GROWTH HACKING 120 ECTS (MAGH-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 <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					
Big Data Applications	DLMDSBDT01	Big Data Technologies	5					
	DLMBBD01	Data Utilization	5					
Communitymanagement and Online-Communiation	DLMMMCM01	Community Management	5					
	DLMMMSDSM01	Seminar: The Dark Side of Online Communication	5					
International Marketing and Marketing Controlling	DLMMARE01	International Marketing	5					
	DLMMAAMC01_E	Advanced Marketing Controlling	5					
Innovation and Sales	DLMBIE01-01	Innovation and Entrepreneurship	5					
	DLMBSPBE02	Sales and Pricing	5					
Product Development and Design Thinking	DLMBPDDT01	Product Development	5					
	DLMBPDDT02	Design Thinking	5					

1 ECTS-CP = 30 hours

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

<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

**RECOGNITION****M.A. GROWTH HACKING 120 ECTS (MAGH-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 <sup>1</sup>	Reason for denial <sup>2</sup>
Lean Start Up and Current Topics of Innovation and Entrepreneurship	DLMIEELSU01	Lean Start Up	5					
	DLMIEESCTIE01	Seminar: Current Topics of Innovation and Entrepreneurship	5					

**ELECTIVE B<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>
Sales Management	DLMWSA01_E	Sales Management I	5					
	DLMWSA02_E	Sales Management II	5					
Communication and Public Relations	DLMWKB01_E	Communication and Public Relations I	5					
	DLMWKB02_E	Communication and Public Relations II	5					
Social Media Campaigns and Agile Online Marketing	DLMMSMCM01	Social Media and Campaign Management	5					
	DLMOMPAOM01_E	Project: Agile Online Marketing	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> Please choose one 10 ECTS course per elective area. Each course can only be chosen once.

**RECOGNITION**

**M.A. GROWTH HACKING 120 ECTS (MAGH-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 <sup>1</sup>	Reason for denial <sup>2</sup>
Artificial Intelligence	DLMAIAI01	Artificial Intelligence	5					
	DLMAISAI01	Seminar: AI and Society	5					
Salesforce Developer Specialization	DLMSFDS01	Salesforce Platform App Builder	5					
	DLMSFDS02	Salesforce Platform Developer	5					
Neuromarketing	DLMDIMENM01	Neuromarketing	5					
	DLMDIMENM02	Project: Online Neuromarketing	5					
Data Science and Analytics	DLMBDSA01	Data Science	5					
	DLMBDSA02	Analytical Software and Frameworks	5					
Content Creation and Storytelling	DLMMKMSTSM01	Storytelling in Social Media	5					
	DLMMMPC01	Project: Content Creation	5					
Marketing Research and Digital Campaigns	DLMBCBR02	Applied Marketing Research	5					
	DLMOMMM02_E	Project: Digital Campaigns	5					

1 ECTS-CP = 30 hours

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

<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



**RECOGNITION****M.A. GROWTH HACKING 120 ECTS (MAGH-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 <sup>1</sup>	Reason for denial <sup>2</sup>
Digital Transformation	DLMIEEEDT01	Disruptive Innovation	5					
	DLMADTHPDT01_E	Hybrid Project Management in Digital Transformation	5					
Marketing Project and Agile Project Management	DLMMFS01_E	Marketing Project	5					
	DLMIEEAPM01	Agile Project Management	5					
Start Up Lab	DLMIEESUL01	Start Up Lab	10					

<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> 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 UNIVERSITY<sup>1</sup>**

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](mailto: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.

<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.