**Evidence of subject-relevance of prior study/studies for the Master Degree Programme in
Digital Marketing Management**

**Name of applicant:** First name Surname

Applicants who did not complete the Bachelor Degree Programme in Marketing & Sales at CAMPUS 02 are required to list the ECTS credits they have earned in specialist fields during their prior study/studies so that we can assess their subject-relevance.

One of the admission criteria for the Master Degree Programme in Digital Marketing Management is a successfully completed, subject-relevant, economics and sales market-oriented Bachelor’s, Master’s or Diploma degree that is equivalent to an academic credit value of a minimum of 180 ECTS credits. Applicants are also required to have high-level German language skills.

Applicants are required to provide evidence of subject-relevant knowledge by listing the exams they have completed in economics and sales market-oriented subject areas (such as business administration, cost accounting, financial accounting, management accounting, economic law, marketing, sales, communication, market research and so on). The overall academic credit value of these exams must be equivalent to a minimum of 40 ECTS credits.

**Please note: Applicants must prove that they have acquired at least 5 ECTS credits in sales market-oriented subject areas (e.g. marketing, sales, communication, market research, etc.).**

Please fill in the following table according to your transcript(s) of records from your prior study/studies (please add more rows if required):

|  |  |
| --- | --- |
| **´´Subject-relevant ECTS credits** |  |
| Title of course unit/module | Credit hours | ECTS | Grade |
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| **Total of subject-relevant credits** |  |  |  |

If no ECTS credits are awarded for course units/modules you have completed, please calculate the approximate number of credits by using the formula provided below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ECTS credits** per course unit/module | = | Minimum duration of study in semesters x 30 | x | Credit hours per course unit/module |
| Total number of credit hours of the entire degree programme |

Please feel free to send any questions you may have to:

**Bettina Stangl**

Deputy Head of Department

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**CAMPUS 02**

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