



HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

Examination International Marketing

Examination

	What (each part needs to be passed)		Details	Due
Part 1	Concept Paper	25 %	<ul style="list-style-type: none"> ✓ Submitted in teams ✓ 4-5 pages 	29.10.2021
Part 2	Screencast	50 %	<ul style="list-style-type: none"> ✓ Submitted in teams ✓ 10-15 minutes 	10.12.2021
Part 3	Written report	25 %	<ul style="list-style-type: none"> ✓ Submitted individually ✓ 2 pages 	14.01.2021

- If you want to take the exam this semester, please register via the portal by **Friday, October 22nd**. **After this date, the registration is closed and no more participants will be admitted**
- The exam assignment (task): will be announced on Oct. 2nd.

Organizational aspects

1. Please **register** for the examination of your project work in eCampus up until **October 22nd**. (last day of registration)
2. Please send an email to Medina Ferizovic (medina.ferizovic@hs-ruhrwest.de) with the names of your **team members** and **your choice of brand** until **October 15, 2021** latest. (we appreciate earlier communications). In that email, please also state if you want to be marked as a team or individually. If individual marking is preferred, please make sure to clearly label which group member is responsible for what content.
3. Please submit **all parts of the exam** in a digital version in moodle via the links (published in due course), according to the different due dates. Submission in groups: One group member submits the files.
4. Regarding the Screencast: When a file has been submitted, please send an email to Prof. Simone Roth and Medina Ferizovic with **all (!!) team members** in copy, you will then receive a confirmation