

DIPLOMA SUPPLEMENT

Academy Profession (AP) Degree in Marketing Management

This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgments, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

- 1.1. Family name(s): XXXXX
- 1.2. Given name(s): XXXXX
- 1.3. Date of birth: XXXXX
- 1.4. Civil registration number: XXXXX

2. INFORMATION IDENTIFYING THE QUALIFICATION

- 2.1. Name of qualification and title conferred (*in Danish*): *Markedsføringsøkonom (AK)*
Name of qualification and title conferred (*in English*): *AP Graduate in Marketing Management*
- 2.2. Main fields of study: *International Marketing and Sales, Economics, Communication, Organisation and Management, Business Law*
- 2.3. Name and status of awarding institution: *Copenhagen Business Academy is a state-recognised and state-funded public institution offering undergraduate, professional business and IT study programmes according to the Ministry of Science, Innovation and Higher Education Act No. 850 of 08.09.2009 + amendments.*
The programme is state recognized by the Danish Ministry of Science, Innovation and Higher Education.
Copenhagen Business Academy received the rights to offer the programme by a letter 18.12.2009 from the Ministry of Science, Innovation and Higher Education.
- 2.4. Name and status of institution administering the studies: *As above*
- 2.5. Language(s) of instruction/examination: *Mainly Danish, some parts in English*

3. INFORMATION ON THE LEVEL OF THE QUALIFICATION

- 3.1. Level of qualification: *Academy Profession Degree (AP Degree) at NQF/EQF Level 5, referring to Short Cycle in the Bologna QF.*
- 3.2. Official length of programme: *2 years (120 ECTS)*
- 3.3. Access requirements: *Upper Secondary School Leaving Certificate or comparable qualifications.*

4. INFORMATION ON THE CONTENTS AND RESULTS GAINED

- 4.1. Mode of study: *Full-time study programme, equivalent to 120 ECTS including an internship*
- 4.2. Programme requirements: *The graduate is able to:*
 - *Participate in professional and interdisciplinary cooperation for the development of the company's marketing strategy and internationalisation*
 - *Handle development-oriented situations at a national and international level within sales and marketing*
 - *Handle the planning of marketing and sales for the business as well as participate in its implementation*
 - *Acquire skills and new knowledge based on what was achieved from the programme*
 - *Analyse a company's economic development*
- 4.3. Programme details and individual grades/marks/credits obtained: *The Marketing Management Programme complies with the Curriculum for Marketing Management 2011- 2013 according to the Executive Order No. 689 of 03.07.2009 on Academy Profession Degree programme in International Trade and Marketing of the Danish Ministry of Science, Innovation and Higher Education.*
The programme combines theory and practice. The teaching methods alternate between theoretical tuition,

lectures, exercises, cases and projects coupled with individual tutoring. The study programme consists of Compulsory Elements (80 ECTS), Elective Elements (10 ECTS), Internship (15 ECTS) and a Final Examination Project (15 ECTS).

The subjects are:

International Marketing and Sales	30 ECTS
Economics	20 ECTS
Communication, Organisation and Management	20 ECTS
Business Law	10 ECTS
Elective subjects	10 ECTS
Internship	15 ECTS
Final Examination Project	15 ECTS

For individual grades of the student please see the enclosed Transcript of Records.

4.4 Grading scheme and if applicable grade distribution information: Please refer to the attached Information on the Danish Higher Education System.

4.5 Overall classification of the qualification: Not applicable for Danish qualifications

5. INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1. Access to further study: A completed AP Degree in Marketing Management (NQF/EQF Level 5) referring to Short Cycle in the Bologna QF gives access to the final year(s) of Bachelor's Degree Programmes (NQF/EQF Level 6) within the field of the programme (see 2.2), referring to a First Cycle in the Bologna QF in Denmark and abroad. Admission is subject to individual evaluation of qualifications.

5.2. Professional status: The programme qualifies the student to independently analyse, plan and implement solutions widely related to marketing in national and international companies within commerce, production and service.

6. ADDITIONAL INFORMATION

6.1. Additional information: Copenhagen Business Academy was founded in 2009 as a result of a merger of the higher education departments of Copenhagen North, Copenhagen Hospitality College, Niels Brock and the Academy of Chemical and Biotechnical Science. Copenhagen Business Academy is the largest business academy in Denmark with 3900 full-time and 4000 part-time students.

6.2. Further information sources: Further information about Copenhagen Business Academy and the Marketing Management Programme (i.e. Curriculum) can be obtained from www.cphbusiness.dk.

General information about higher education in Denmark can be obtained from www.fivu.dk.

7. CERTIFICATION OF THE SUPPLEMENT

7.1. Date: 26 April 2012

7.2. Signature:



7.3. Capacity:

Head of Department



7.4. Stamp:

The Danish Higher Education System

May 2013

Public higher education institutions in Denmark are regulated by national legislation concerning degree structures, teacher qualifications and examinations. All programmes are accredited by national, independent accreditation agencies and the Accreditation Council.

Higher education institutions

Higher education is offered by five types of higher education institutions:

1. Academies of Professional Higher Education (*Erhvervsakademi**) offering professionally oriented short cycle and first cycle degree programmes.
2. University Colleges (*Professionshøjskole**) offering professionally oriented first cycle degree programmes.
3. Maritime Education and Training Institutions offering professionally oriented short cycle and first cycle degree programmes.
4. Research universities (*Universitet*) offering first, second and third cycle degree programmes in all academic disciplines.
5. University level institutions offering first, second and third cycle degree programmes in subject fields such as architecture, design, music and fine and performing arts.

Most of the higher education institutions are regulated by the Ministry of Science, Innovation and Higher Education (type 1-5). The Ministry of Culture regulates a small number of higher education institutions offering first, second and third cycle degree programmes in fine and performing arts (type 5).

Degrees in the Danish Higher Education System:

Danish qualifications levels	Ordinary higher education degrees	Adult/Continuing higher education degrees	Qualifications Framework for the European Higher Education Area – Bologna Framework	European/National Qualifications Framework for Lifelong Learning – EQF/NQF
Academy Profession level	Academy Profession (AP) degree (90-150 ECTS)	Academy Profession (AP) degree (60 ECTS) (also known as Further Adult Education (VVU) degree)	Short cycle	Level 5
Bachelor's level	Professional Bachelor's degree (180-270 ECTS)*	Diploma degree (60 ECTS)	First cycle	Level 6
	Bachelor's degree (within the arts) (180 ECTS)			
	Bachelor's degree (180 ECTS)			
Master's level	Master's degree (within the arts) (120-180 ECTS)	Master degree (60-90 ECTS)	Second cycle	Level 7
	Master's degree (120 ECTS)**			
PhD level	PhD degree (180 ECTS)		Third cycle	Level 8

* Can be obtained through a full regular bachelor's programme (180-270 ECTS) or a top up bachelor's programme following an Academy Profession degree. ** A few Master's programmes are up to 180 ECTS.

Danish higher education institutions use ECTS credits for measuring study activities. 60 ECTS correspond to one year's full-time study.

Qualifications framework

The qualification levels form the basis for the Danish National Qualifications Framework for Higher Education, which is certified in accordance with the overarching Bologna Framework according to the principles adopted by the European Ministers of Higher Education. Danish higher education qualifications at levels 5-8 of the Danish Qualifications Framework for Lifelong Learning (NQF) are also compatible with levels 5-8 of the European Qualifications Framework (EQF).

Admission and progression

General access to higher education in Denmark requires an Upper Secondary School Leaving Certificate or comparable qualifications. Admission to some particular programmes requires entrance examination or submission of a portfolio of artistic work.

Completion of a short-cycle degree qualifies students for admission to a first cycle programme. Holders of an Academy Profession degree can obtain a Professional Bachelor's degree within the same field of study through a top-up programme. Completion of a first cycle degree qualifies students for admission to the second cycle.

Ordinary Higher Education degrees

The **Academy Profession degree** is awarded after 90-150 ECTS and includes a period of work placement of at least 15 ECTS. The programmes are development-based and combine theoretical studies with a practical approach. Programmes are, among others, offered within Marketing Management, Computer Science and Chemical and Biotechnical Science. The Danish title is field of study followed by the abbreviation *AK* and the English title is *AP Graduate in* [field of study].

The **Professional Bachelor's degree** is awarded after 180-240 ECTS and includes a period of work placement of at least 30 ECTS. The programmes are applied programmes. They are development-based and combine theoretical studies with a practical approach. Examples of professional bachelor's degree holders are nurses, primary and lower secondary school teachers and certain types of engineers. The Danish title is *Professionsbachelor i* [field of study] and the English title is *Bachelor of* [field of study].

The **Bachelor's degree** from a university is awarded after 180 ECTS. The programmes are research-based and are offered in all scientific fields. The Danish title is *Bachelor (BA) i* [field of study] or *Bachelor (BSc) i* [field of study] and the English title is *Bachelor of Arts (BA) in* [field of study] or *Bachelor (BSc) of Science in* [field of study].

The **Bachelor's degree (within the arts)** is awarded after 180 ECTS. The programmes are based on research and artistic research. Programmes are offered within the fine arts. The Danish title is *Bachelor (BA) i* [field of study], *Bachelor i musik (BMus)* [field of study] or *Bachelor i billedkunst (BFA)* [field of study] and the English title is *Bachelor of Arts (BA) in* [field of study], *Bachelor of Music (BMus)* [field of study] or *Bachelor of Fine Arts (BFA) in* [field of study]. A higher education degree within theatre or filmmaking is awarded after 4 years of study (240 ECTS).

The **Master's degree** is awarded after 120 ECTS. The programmes are research-based and are offered in all scientific fields. The Danish title is abbreviated to *Cand.*[latin abbreviation of academic area] *i* [field of study]. The English title is *Master of Arts (MA) in* [field of study] or *Master of Science (MSc) in* [field of study].

The **Master's degree (within the arts)** is awarded after 120-180 ECTS. The programmes are based on research and artistic research. The Danish title is abbreviated to *Cand.*[latin abbreviation of academic area] [field of study]. The English title is *Master of Arts (MA) in* [field of study], *Master of Music (MMus)* [field of study] or *Master of Fine Arts (MFA) in* [field of study]. Music Academies offer a specialist degree of 2 to 4 years following the master's degree.

The **PhD degree** is awarded after 180 ECTS. PhD programmes are offered by the universities and some university level institutions offering degrees in the artistic and cultural field.

Detailed descriptions of degree levels can be found in the Danish Qualifications Framework at www.nqf.dk. Please consult the relevant Diploma Supplement for information about the learning outcome of any specific degree.

Adult and continuing higher education

The programmes normally consist of 2 years of part-time study, equivalent to 1 year of full-time study (60 ECTS credits). Certain master programmes require 1½ years of full-time study (90 ECTS credits). Admission requirements are a relevant educational qualification and at least 2 years of relevant work experience.

Adult education qualifications are available at levels corresponding to those of the ordinary higher education system.

- The Further Adult Education degree (*videregående voksenuddannelse/akademiuddannelse*) is awarded after studies at short cycle level and gives access to diploma programmes.
- The Diploma degree (*diplomuuddannelse*) is awarded after studies at first cycle level and gives access to master programmes.
- The Master degree (*masteruddannelse*) is awarded after studies at second cycle level.

The 7 point grading scale

The grading system used in all state-regulated education programmes as of September 2007 is the 7 point grading scale. Apart from the 7 point grading scale, pass/fail assessment may also be used. 02 is the minimum grade for passing an exam.

Description of grades: 12: For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses; 10: For a very good performance displaying a high level of command of most aspects of the relevant material, with only minor weaknesses; 7: For a good performance displaying good command of the relevant material but also some weaknesses; 4: For a fair performance displaying some command of the relevant material but also some major weaknesses; 02 For a performance meeting only the minimum requirements for acceptance; 00: For a performance which does not meet the minimum requirements for acceptance; -3 For: a performance which is unacceptable in all respects.