



Catholic University of Eichstaett-Ingolstadt
Auf der Schanz 49 □ 85049 Ingolstadt

2026-10-19

Information on Academic Reference Letters

The Chair of Service Management assists outstanding students in preparing academic letters of recommendation to help them qualify for (study abroad) program placements, scholarships, and careers in academia. Please note that these are exclusively academic letters of recommendation. We cannot provide letters of recommendation for professional job applications.

To receive an academic evaluation, you must meet the following requirements:

- You have majored in “Marketing and Service Management” (Bachelor’s) or are a student in the “MARKT,” “DICE,” or “Entrepreneurship & Social Innovation” Master’s programs.
- You have taken at least two courses offered by the Department of Business Administration and Service Management or have written your thesis with us.
- You have completed the courses taken at our department with a grade of 2.0 or better and are among the top students in your class.
- Your resume highlights your outstanding academic achievements in the field of service management and marketing.

DEPARTMENT OF SERVICE MANAGEMENT

In order to prepare a reference letter that accurately reflects your qualifications, we need personal information and documents. Please submit all documents in a single file.

- Current resume
- Current transcript of all academic achievements to date (bachelor's, master's, high school diploma)
- Ranking of your grades relative to your graduating class
- Evidence of professional and volunteer experience
- Explanation of the institution or purpose for which you need the evaluation (university, semester abroad, academic employment)?

If you meet all the necessary criteria and submit the required documents correctly, we will be happy to prepare a recommendation letter for you.

Recommendation letters must be requested at least three weeks before the deadline. Please send an email with all the information and documents to jannes.marquardt@ku.de. We will contact you to clarify further details.