

Unofficial consolidated reading version

Please take note of the regulations on entry into force in the respectively relevant amendment.

Please note that **only** the German version of these regulations is legally binding. The English translation is provided for informational purposes only!

Examination Regulations for the international and interdisciplinary Master's program in “Intercultural Advertising” at the Catholic University of Eichstätt-Ingolstadt

dated March 20, 2015,

amended by the statutes dated October 21, 2015,
amended by the statutes dated January 29, 2018,
amended by the statutes dated September 17, 2020,
amended by the statutes dated March 08, 2023,
amended by the statutes dated March 15, 2023

On the basis of Article 5 (3)(1) of the Concordat between the Holy See and the Free State of Bavaria dated March 29, 1924 (BayRS 2220-1-WFK), the Catholic University of Eichstätt-Ingolstadt issues the following examination regulations:

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Section 1

Scope of application

- (1) ¹These examination regulations govern the examination requirements and parts of the degree program that are completed at the Catholic University of Eichstätt-Ingolstadt in order to successfully obtain a degree in accordance with applicable provisions. ²Examination requirements and parts of the degree program taken at Åbo Akademi, Turku, shall be regulated by Åbo Akademi, Turku. ³The cooperation between the Catholic University of Eichstätt and Åbo Akademi, Turku, which offer this degree program jointly, shall be regulated by the agreement made between these universities.
- (2) In addition, the current version of the General Examination Regulations (APO) of the Catholic University of Eichstätt-Ingolstadt dated November 26, 2014, as amended shall apply.

Section 2

Academic degree, double degree

- (1) Upon successful completion of the program, graduates are awarded the academic degree "Master of Arts" (MA).
- (2) ¹The academic degree referred to in para. 1 shall be awarded individually by the participating universities (double degree). ²Åbo Akademi, Turku, may award a different degree that is equivalent to a Master's degree instead. ³Further details are regulated by the agreement made between the universities.

Section 3

Qualification requirements

- (1) The following qualifications are required for this degree program:
 1. Proven skills in scientific analysis methods in the areas of language or image or economic or social data from economics or society,
 2. C1 English language proficiency (European Framework of Reference),
 3. C1 German language proficiency (European Framework of Reference) (for applications from abroad).
- (2) Qualification requirements are demonstrated as follows:
 1. Analysis skills: Proof by means of a *Magister*, teaching, Bachelor's, Master's or *Diplom* degree in the humanities, arts, media, business and economics or social sciences graded at least "good" (2.3) or an equivalent first university degree comprising at least 180 ECTS credits (ECTS = European Credit Transfer System),
 2. English language proficiency: Proof by a secondary school graduation certificate (*Reifezeugnis*), a relevant first degree, participation in the TOEFL examination with an overall score of at least 92 credits or any other form,
 3. German language proficiency: Proof by a first relevant degree or by successful participation in the DSH examination or the TESTDaF (at least level 4) or in any other form.

Section 4

Standard length of program, program structure

- (1) The standard length of the degree program is four semesters or two years of study.
- (2) ¹The first year of study is to be completed at the Catholic University of Eichstätt-Ingolstadt, where 50 ECTS credits (non-Finnish students) or 40 ECTS credits (Finnish students) must be earned on a regular basis. ²The achievements of the second year of study (except for the last phase of the Master's thesis) are to be completed at Åbo Akademi, Turku. ³Deviations from the regular program structure according to the degree program description must be approved by the board of examiners.
- (3) The part of the degree program which is completed at Åbo Akademi, Turku, forms part of the regular course of study, which means that leave of absence is not permitted.
- (4) The degree program description which specifies the exact degree program content is issued by both universities together.
- (5) Students can only start the program in the winter semester at the KU.

Section 5

Board of examiners

- (1) ¹The board of examiners consists of the Dean and the Dean of Studies of the Faculty of Languages and Literatures, the person responsible for the degree program and the supervisor of this study program (mentor). ²The degree program manager and mentor are appointed by the Faculty Council for a period of four years; they may be reappointed. ³One student from the program each shall be appointed by the Faculty Council as advisory members for one year at a time. ⁴They may be reappointed.
- (2) ¹The mentor shall chair the board of examiners. ²The mentor is authorized to make decisions for the board of examiners that cannot be postponed; the mentor must inform the board of examiners of such decisions without delay. ³The mentor is regularly responsible for providing subject advice.
- (3) The board of examiners is quorate if all members have been invited in writing or electronically with three days' notice and the majority of the members are present and entitled to vote.

Section 6

Assessment of the examination achievements, calculation of the overall grade

- (1) Grades for individual examinations are awarded as follows:

1.0, 1.3	EXCELLENT	Excellent performance and only a few insignificant mistakes
1.7, 2.0	VERY GOOD	Above-average performance, but some mistakes
2.3, 2.7	GOOD	Good and solid work overall, but with some basic flaws

3.0, 3.3	SATISFACTORY	Mediocre performance, but significant shortcomings
3.7, 4.0	SUFFICIENT	The performance shown meets the minimum requirements.
over 4.0	FAILED	Significant improvements are needed.

- (2) The grades of Åbo Akademi, Turku, are converted and rounded according to the "modified Bavarian formula" ("*modifizierte bayerische Formel*") as follows:

Finnish grade	5	converted to	1	rounded to	1.0,
	4		1.75		1.7,
	3		2.5		2.3,
	2		3.25		3.3,
	1		4.0		4.0

- (3) The average overall grade of the Master's examination, expressed in a German word grade, is as follows:

from	1.00 to 1.30 = with distinction,
over	1.30 to 2.00 = excellent,
over	2.00 to 2.70 = good,
over	2.70 to 3.30 = satisfactory,
over	3.30 to 4.00 = sufficient,
over	4.00 = insufficient.

Section 7

Types of examination

- (1) Examination regulations may allow for different types of examination to choose from; in this case, the lecturer must determine and inform the students of the type of examination in the first session of the course at the latest.
- (2) ¹The duration of a written examination is 90 minutes. ²If materials are permitted as aids, students must be told which materials are permitted in advance.
- (3) ¹The scope of a written assignment is between 20 and 25 pages. ²The time for working on a written assignment is six weeks after the end of the lecture period.
- (4) ¹A portfolio is a collection of individual graphic works on a set topic. ²The scope of a portfolio is three to seven graphic works.
- (5) ¹A project work is a practical performance that requires the student to use knowledge and skills to accomplish a project goal. ²The project goal is the creation of an image video.

Section 8

Modules of the Master's examination

- (1) ¹At the Catholic University of Eichstätt-Ingolstadt, the student must successfully complete the following modules:
1. Introduction to the Language of Advertising (5 ECTS credits), module examination: Written examination.
 2. Advertising in Situation and Context (5 ECTS credits), module examination: Written examination or written assignment.
 3. Project Workshop: Visual Communication (5 ECTS credits), attendance at project seminar, module examination: Portfolio.
 4. One module from the MA offer of the Studium.Pro program (5 ECTS credits).
 5. Swedish 1 (5 ECTS credits), module examination: Written examination.
 6. Research Seminar on the Language of Advertising (5 ECTS credits), formal participation requirements: successful completion of the module Introduction to the Language of Advertising, module examination: Written assignment.
 7. Advertising from Different Academic Perspectives (5 ECTS credits), module examination: Written examination or written assignment.
 8. Project Workshop: Image Film (10 ECTS credits), attendance at project seminar, module examination: Project work.
 9. Swedish 2 (5 ECTS credits), formal participation requirements: successful participation in the module Swedish 1, module examination: Written examination.

²The modules Swedish 1 and Swedish 2 must not be completed by Finnish students.

- (2) ¹At Åbo Akademi, Turku, the student must successfully complete modules worth a total of 40 ECTS credits from the subject areas of German Studies and Business and Economics. ²For this purpose, students choose modules from the range of courses offered for this degree program by the faculties "Germansk filologi" and "Företagsekonomi vid ESF" of the Åbo Akademi, Turku, whereby the type and scope of the examinations are regulated by Åbo Akademi, Turku.

Section 9

Master's thesis

- (1) ¹The Master's thesis is evaluated with 30 ECTS credits (non-Finnish students) or 40 ECTS credits (Finnish students). ²It includes the following modules:
1. Module Master's Thesis Phase 1 to 5 (Eichstätt/Åbo Akademi) for non-Finnish students (30 ECTS credits), no formal participation requirements, module examination: in the framework of the Master's thesis.
 2. Module Master's Thesis Phase 1 to 5 (Eichstätt/Åbo Akademi) for Finnish students (40 ECTS credits), no formal participation requirements, module examination: in the framework of the Master's thesis.

- (2) ¹The period for working on the Master's thesis starts on February 1 of the second academic year. ²When registering to start the Master's thesis, students must state the title (German title with English translation). ³Registration for the Master's thesis and the allocated topic must be officially recorded.
- (3) ¹The period for working on the Master's thesis is envisaged until August 16 of the second academic year. ²The thesis should generally be no shorter than 60 DIN A4 pages and no longer than 100 DIN A4 pages. ³The Master's thesis must generally be written in German or English. ⁴The Master's thesis must be submitted to the KU and to Åbo Åkademi, Turku. ⁵At the KU, submission of the Master's thesis is done according to the requirements of the General Examination Regulations (APO), at Åbo Åkademi, Turku, submission is done digitally only. ⁶The simultaneous submission to Åbo Åkademi, Turku, is documented by the student in a written statement to the Examinations Office in Eichstätt. ⁷For the rest, submission of the Master's thesis to Åbo Akademi, Turku, shall be subject to the regulations in force there.
- (4) ¹The Master's thesis is to be jointly assessed by subject representatives of both universities as first and second reviewers respectively. ²The reviewers are appointed by the board of examiners. ³The first reviewer may propose a second reviewer; the board of examiners may deviate from the proposal of the first reviewer in justified cases. ⁴In exceptional cases, a lecturer from a faculty or scientific higher education institution who is not involved in this degree program may also be appointed as a second reviewer. ⁵At Åbo Akademi, Turku, the regulations there shall apply in case of grade discrepancies.
- (5) ¹If procedures at the Catholic University of Eichstätt-Ingolstadt and at Åbo Akademi, Turku, do not lead to the same assessment result, a conciliation procedure between the board of examiners and the responsible bodies at Åbo Akademi, Turku, will be conducted. ²The conciliation procedure shall initially be conducted in a written procedure involving all parties concerned; if no agreement is reached after one month, a joint meeting shall be convened without delay to seek clarification. ³The degree program manager shall be responsible for conducting the conciliation procedure.

Section 10

Passing the Master's examination, predicate

- (1) The Master's examination has been passed when
1. any and all modules and the Master's thesis have been completed at least with the grade "sufficient" (4.0) or better by the end of the fourth semester of the program and
 2. the student has acquired a total of 120 ECTS credits.
- (2) If the overall grade of the Master's examination is 1.30 or better, the degree is awarded "*mit Auszeichnung*" (with distinction).

Section 11

Examination certificate

¹Each of the two universities shall issue an examination certificate (betyg) on the passed Master's examination. ²The certificate issued by the KU additionally contains a note that it is an international study program jointly offered with Åbo Akademi, Turku.

Section 12 Certificate

The certificate issued by the KU additionally contains a note that the program leads to a double degree and that the content of the degree program was jointly planned by both universities and the studies were completed at both universities.

Section 13 Entry into force, transitional provision

- (1) These Examination Regulations enter into force with effect from October 01, 2014.
- (2) ¹The Examination Regulations for the International and Interdisciplinary Master's Degree Program in "Intercultural Advertising" at the Catholic University of Eichstätt-Ingolstadt dated May 5, 2011, as amended by the Statutes dated July 31, 2012, shall cease to be in force. ²They continue to apply to all students who started their studies in the Master's degree program in "InterculturAd – Intercultural Advertising" before October 1, 2014, unless they choose to change to the present Examination Regulations.