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**Master in Marketing and Transformative Economy**

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# **Capstone projects equivalent to the Master's thesis and set of courses in professional skills**

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## **Document derogating from the 2020-2021 Study Regulations of the Faculty of Communication, Culture and Society.**

The Faculty Council, at its meeting of 3 June 2020, approved the following in relation to the Master in Marketing and Transformative Economy: (1) capstone projects equivalent to the writing of a thesis, in derogation from article 15 of the 2020-2021 Study Regulations; and (2) the introduction of a set of courses in professional skills.

This document is applicable to students who enroll in the first year of the Master's programme in the 2020-21 and 2021-22 academic years.

## **Thesis and equivalent capstone projects**

This Master's degree offers three alternative methods for concluding the study programme:

- a) Writing of a Master's thesis: regulated by all the terms and conditions set out in the 2020-21 Study Regulations, as well as the Guidelines for the writing of the Master's thesis.
- b) Internship: consisting of a work placement in a firm or other organisation in order to carry out a training project approved by the Master's Director. The internship must last for a total of three months of full-time employment (equal to at least 40 working hours per week) and must conclude with the drafting of a report in English, under the supervision of the Master's Director or other professor appointed by the latter.
- c) Field project: regulated by the terms and conditions set out in the "Field project guidelines", which entered into force in September 2019.

Points b and c (hereinafter referred to as equivalent capstone projects) are regulated by the following provisions:

- 1) The equivalent capstone projects award a total of 18 ECTS credits.
- 2) The equivalent capstone projects must be completed by the end of the eighth semester from admission to the Master's programme, under penalty of expulsion of the student from the Faculty. In the case where the student opts for the field project, the latter will be offered only during his/her fourth semester.
- 3) Only the students who have acquired at least 39 ECTS credits in the first year of the Master's programme will be entitled to carry out the equivalent capstone projects.
- 4) For students admitted to the Master's programme with a shortfall in ECTS credits (a maximum of 60 ECTS credits) that opt for the equivalent capstone projects, the credits allocated to the latter (18 ECTS credits) will only be registered once the shortfall has been recovered.

- 5) The equivalent capstone projects are assessed using a numerical scale, which forms part of the final average mark. If the student fails his/her first attempt at the equivalent capstone project, he/she must opt to write a Master's thesis.
- 6) The Director of the Master or the person appointed by the latter (field project supervisor or internship supervisor) is responsible for the grading of the equivalent capstone projects, on the basis of the criteria specified in the respective guidelines. Both capstone projects require a report to be written in English. The validation of the equivalent capstone projects, with the consequent registration of the 18 ECTS credits and the assigned mark, is subject to the passing of all the first and second year Master's examinations.
- 7) In the event of any disputes, the decision is made in the first instance by the Director of the Master. The student has the right to lodge an appeal against this decision with the Complaints Commission, according to the provisions of the 2020-2021 Study Regulations.

For all matters not regulated herein, please refer to the 2020-21 Study Regulations, which are applied in accordance with the principle of analogy.

## **Set of courses in professional skills**

To conclude the study programme, this Master's degree also requires students to take a set of courses in professional skills.

The set of courses in professional skills is regulated by the following provisions:

- 1) The set of courses in professional skills awards a total of 12 ECTS credits.
- 2) This set of courses must be completed by the end of the sixth semester from admission to the Master's programme, under penalty of expulsion of the student from the Faculty.
- 3) Only the students who have acquired at least 39 ECTS credits in the first year of the Master's programme will be entitled to take the set of courses in professional skills.
- 4) The set of courses in professional skills is assessed using a binary grading system (pass/fail), which does not form part of the final average mark. A student who fails an examination within the set of courses in professional skills may attempt it again a maximum of two times. A student who fails to attend an examination or leaves the hall while the examination is in progress without a valid reason is considered to have failed the examination. This examination is counted among the maximum number of attempts permitted for passing the exam. Failing the examination at three sittings results in the candidate being excluded from the Faculty.
- 5) The lecturer in charge of each course in the set of courses in professional skills is responsible for the grading, on the basis of the parameters described in the related course syllabus.
- 6) In the event of any disputes, the decision is made in the first instance by the Master's Director. The student has the right to lodge an appeal against this decision with the Complaints Commission, according to the provisions of the 2020-2021 Study Regulations.

For all matters not regulated herein, please refer to the 2020-21 Study Regulations, which are applied in accordance with the principle of analogy.

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