

European Master in Customer Relationship Marketing (MERCURI)

PRINCIPLES OF STUDY PROGRAM

European Master in Customer Relationship Marketing (further called: "MERCURI program" or "study program") **Principles of Study Program** lay down the rules of conducting all teaching courses, study, and exams in the scope of program as well as the rights and duties of the students of the study program at the University of Economics in Katowice (Poland), Grenoble INP-UGA (France), Aschaffenburg University of Applied Sciences (Germany), and Universidad Cardenal Herrera CEU (Spain) – further called: "partners", "partner's universities" or "host universities".

These regulations are related to the Cooperation Agreement concluded between the above mentioned partners.

The partners agree on the following:

I. GENERAL PROVISIONS

§ 1. Subject and scope

1. These regulations set the course of studies, examination and graduation conditions of the European Master in Customer Relationship Marketing at the University of Economics in Katowice, Grenoble INP-UGA, the Aschaffenburg University of Applied Sciences, and the Universidad Cardenal Herrera CEU.
2. The Principles of Study Program apply to all students of the MERCURI program and it is attachment to the Students' Commitment Agreement.

§ 2. Organization of the study program

1. The regular period of the study program amounts to four semesters - one semester in each of the partners.
2. The University of Economics in Katowice is the coordinating institution of the study program.
3. Students of the study program obtain 120 ECTS credits, out of which 15 ECTS credits are allocated to the master thesis and 10 ECTS credits to the internship.
4. The study program starts at the University of Economics in Katowice. The 2nd semester is running at Grenoble INP-UGA, the 3rd semester at the Aschaffenburg University of Applied Sciences, and the 4th semester at the Universidad Cardenal Herrera CEU.
5. The study program begins in the winter semester.
6. The study program, including: exams, master thesis, and master thesis defense, is held in English.
7. Students enrolled in the study program pay the MERCURI program related fee. The amount of the MERCURI program related fee and all payment issues are included in the students commitment agreement concluded between students and the coordinating institution of the study program.

II. ORGANIZATION OF STUDIES

§ 3. Structure of studies

1. The study program consists of four semesters including: courses and exams, the consultancy project, the internship, and the master thesis.
2. All courses and exams are conducted with direct contact at university premises, online, in hybrid form or in blended learning form.
3. To graduate, students need to attend all courses as presented in Appendix 1.
4. Each semester's workload is worth 30 ECTS credits. 1 ECTS credit stands for a workload of 25 hours (class attendance, preparation and reworking of classes, examinations and their preparation).

§ 4. Consultancy project

1. Each student has to participate in the consultancy project during the fourth semester, consisting of an applied research for a company.
2. The consultancy project is a students' teamwork and is awarded with 3 ECTS.
3. The consultancy project and its evaluation is the responsibility of Universidad Cardenal Herrera CEU.
4. The detailed description and expectations of the consultancy project are provided in the related syllabus.

§ 5. Internship

1. Within the study program, an internship of at least three months is mandatory.
2. The internship in a company / institution has to be completed in the subject being relevant for the study program.
3. The internship will be awarded 10 ECTS credits.
4. The internship and its evaluation are the responsibility of Universidad Cardenal Herrera CEU.
5. The detailed description and expectations of the internship are provided in the related syllabus.

§ 6. Master thesis

1. Each student will be assisted by a supervisor in the preparation of his or her Master's thesis
2. 15 ECTS credits are allocated to the master thesis.
3. The detailed description and expectations of the master's thesis are provided in the related syllabus.
4. After validation of completed course/internship, the master thesis is to be defended.

III.COMPLETION OF COURSES AND SEMESTERS

§ 7. Grades system

1. The MERCURI program applies the European Credits Transfer System standard.
2. The overall grade for the MERCURI curriculum is calculated as an average on the basis of the corresponding ECTS credits assigned to the courses. This overall grade is also expressed in all four national grading systems, obtained on the basis of the conversion table below.
3. All grades are expressed in the national grading system of the country where the courses take place. The following conversion table is used for the conversion of courses grades that are taking place in different countries.

Level	Description	French grade	Polish grade	German grade	Spanish grade
A	Excellent	18	5	1	10
B	Very good	16	4.5	1.3	9
C	Good	14	4	2	8
D	Satisfactory	12	3.5	3	6
E	Passable - minimum pass	10	3	4	5
F, Fx	Failure	8	2	5	4

§ 8. Examination Board

1. All decisions on examination matters are taken by the Examination Boards according to regulations of the host universities.
2. When it comes to examining Mercuri's results, examination boards could include one professor of each partner.

§ 9. Types of examination and repeat examinations

1. Detailed courses' examinations are specified in the syllabus.
2. The course examination has been passed, when it is at least graded "E" according to the European Credits Transfer System standard. In order to graduate, all courses need to be passed, without any compensation possible between courses.
3. In case of failure to a course examination, it can be retaken only once. The period of repeat examination is announced every year and takes place, if necessary, at the university where the next semester is organized. Repeat exam is carried out under the conditions specified by the university where the subject is delivered

§ 10. Access to examination papers

Students are allowed inspection of the examination papers and records, in accordance to the regulations of the institution where the examination took place.

§ 11. Justified or unjustified absences in the exams

1. In case of absence from an examination due to illness or other force majeure reason, the student concerned must follow the regulations of the host university.
2. If a student does not attend an examination or does not comply with other obligations of these study regulations, e.g. related to the consultancy project, master thesis or internship, unless for reasons he/she is not responsible for, he/she fails and he/she needs to retake the exam according to § 9.3 and § 9.4.

§ 12. Fraud during the exam and plagiarism

1. All exams in written form must be without the help of third parties (except as specifically provided), need to be not self-written work and only with approved documents.

2. In the case of fraud during the exam, the student will be sent to the relevant authorities of the host university. Disciplinary procedures should be applied according to the host university regulations.
3. The total or partial, accurate or hidden use of someone else's text, and giving it as one's own or without reference to it during the examination, thesis or activity being the subject of the assessment (internship report, master's thesis, etc.) is a fraud.
4. In the case of fraud with the thesis, the student will be sent to the authorities of the degree-awarding institutions. Information about fraud must be send also to the Universidad Cardenal Herrera CEU which is responsible for the admission to defense of the master thesis.

§ 13. Failures

1. In case of failure to a course, after all possible retakes, the student fails the program. Their reenrollment will be submitted for a decision by the Mercuri management committee in consultation with the respective degree awarding examination boards.
2. In case of non-payment of the MERCURI program related fees, students can be removed from the program.

IV. MASTER THESIS AND DEFENSE

§ 14. Condition to the defense of master thesis

1. The admission to defense of the master thesis and its evaluation falls into the responsibility of the two degree-awarding institutions.
2. The coordinating institution is responsible for submitting all Master's theses to an anti-plagiarism detection procedure. If plagiarism is suspected, the Mercuri Management committee decides whether further action needs to be taken. In this case, students are referred to specific commissions in both degree-delivering institutions. In case students should be declared guilty of plagiarism in either degree-delivering institution, they will not be awarded the Mercuri certificate.
1. The diploma thesis has to be submitted on time, (if not submitted on time, the master's thesis is considered as failed). The deadline for submitting the thesis to the supervisor is set by the management committee and announced to students within one month after the start of the academic year.
2. positive assessment of the diploma thesis by the supervisor and reviewer,
3. settlement of all liabilities to the partner's universities.

§ 15. Master thesis defense

1. The master's thesis defense needs to fulfill all required regulations of universities issuing the diploma.
2. The master's thesis defense takes place orally in front of a commission appointed by the Management Committee.
3. The provisions of § 8.2 shall apply accordingly.
4. The date for the defense will be announced one month before.
5. The master's thesis defense will be assessed by a three-member commission, including a chair, a supervisor and a reviewer.

6. During the master's thesis defense the student receives three questions related to the diploma thesis formulated by committee members.
7. In case of failure, it can be defended again once at least two weeks after the first defense and no later than before the end of the academic year.

§ 16. Diploma grade

1. The final grade on the national degrees will be calculated according to the internal regulations of the partner universities delivering the degrees. The final grade on the Mercuri certificate will be determined using a weighted average of all grades, based on the ECTS system.

§ 17. Academic degrees and profile

1. Students after completion of the MERCURI program and examinations will be awarded second-level academic degree within the European Higher Education System for the program "European Master in Customer Relationship Management".
2. Students will receive a diploma a "Magister" issued by the University of Economics in Katowice and a "Master Marketing, vente" issued by Grenoble INP-UGA.

V. CONCLUDING PROVISIONS

§ 18. Specific issues

1. These “Principles of study program” constitute a specific regulation of the MERCURI program which are complementary to the internal regulations specific to each partner university.
2. In cases regulated differently in these Principles, the regulations regarding study at the partner universities do apply.
3. Students must comply with the applicable rules in these Principles, unless the national regulations of both degree-delivering institutions state differently.
4. In case some specific issues are not regulated by the Principles, the host university’s rules apply, which are the rules of the university where the local course takes place.

§ 19. Legal measures and competent judiciary

1. All appeals for studies should be submitted by the student in writing to the host university, otherwise null and void.
2. All decisions regarding these appeals shall be forwarded in writing to interested parties with information regarding the means of appeal.
3. Appeals based on these regulations will be made in writing and in accordance with the law of the country of the host institution.



For and on behalf of:

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Rector Magnífico de la Universidad CEU Cardenal Herrera

Appendix 1: The European Master in Customer Relationship Marketing program description (list of the courses)

Semester	General description	Core skills	Hours	ECTS	Additional soft skills and languages	Hours	ECTS	Total Hours/ECTS
1	<i>Consumers and markets</i>	Psychology and sociology of consumption	45	5	Communication skills	30	3	
		World and European Economy	45	5	Language (Polish/French)	30	2	
		Consumer behavior	45	5				
		Consumer law and consumer protection	45	5				
		Cross-cultural competences	45	5				
Poland		5 subjects	225	25	2 subjects	60	5	285/30
2	<i>Relationships and measurements</i>	Customer Relationship Management	45	5	Leadership skills	30	3	
		Corporate Social Responsibility and Business ethics	45	5	Language (French/German/Spanish)	30	2	
		Consumer to consumer relationships in networks	45	5				
		Services marketing	45	5				
		Experiential marketing	45	5				
France		5 subjects	225	25	2 subjects	60	5	285/30
3	<i>Companies and marketing strategies</i>	Marketing research and data mining	45	5	Intercultural skills (intensive program)	30	3	
		International digital economy	45	5	Language (German/Spanish)	30	2	
		Corporate communication	45	5				
		Advanced International Marketing	45	5				
		Organizational Behavior	45	5				
Germany		5 subjects	225	25	2 subjects	60	5	285/30
	<i>Practical assignments and applications</i>	Master's thesis	45	15	Internship	30	10	
		Consultancy project	30	3	Language (Spanish/other)	30	2	
Spain		2 subjects	75	18	2 subjects	60	12	135/30
Program total						Hours		990
						ECTS		120