

Anastasiia Kartashova

Matriculation number: 92127108

has passed the Master's Exam upon satisfaction of the Study and Examination Regulations of the IU University of Applied Sciences, applicable for the study programme, in recognition of the degree in

Marketing Management

on 23 January 2025.

The degree of

Master of Arts (M.A.)

is conferred upon the graduate.

Erfurt, 23 January 2025

  

Prof. Dr. Holger Sommerfeldt
Rector

Prof. Dr. Tobias Brückmann
Chairman of the Examination Board

TRANSCRIPT OF RECORDS

Anastasiia Kartashova

Matriculation number: 92127108

has passed the **Master's Exam**

in the programme of **Marketing Management**

and attained the following grades:

Module	Grade	ECTS
AI and Mastering AI Prompting	Satisfactory (2.7)	10
Advanced Marketing Controlling	Sufficient (4.0) A	5
Advanced Research Methods	Satisfactory (3.3) A	5
Applied Marketing Research	Sufficient (3.7) A	5
Applied Statistics	Satisfactory (2.7) A	5
Communication and Public Relations	Good (2.3)	10
Digital Analytics and Strategies	Good (2.3) A	5
Digital Business Models	Good (2.0) A	5
International Consumer Behavior	Good (2.3) A	5
International Marketing	Satisfactory (3.3) A	5
Leadership	Good (2.0)	5
Marketing Project	Sufficient (4.0)	5
Online and Social Media Marketing	Good (2.3) A	5
Seminar: Current Issues in Marketing	Satisfactory (3.0) A	5
Seminar: Marketing Responsibility	Satisfactory (2.7) A	5
Strategic Management	Good (2.3) A	5
Master Thesis	Good (2.3)	30
Overall Grade	Satisfactory (2.6)	120

TRANSCRIPT OF RECORDS - DETAILS

Anastasiia Kartashova

Module	Grade	ECTS
International Marketing	Satisfactory (3.3) A	5
International Marketing	Satisfactory (3.3) A	5
International Consumer Behavior	Good (2.3) A	5
International Consumer Behavior	Good (2.3) A	5
Applied Statistics	Satisfactory (2.7) A	5
Applied Statistics	Satisfactory (2.7) A	5
Applied Marketing Research	Sufficient (3.7) A	5
Applied Marketing Research	Sufficient (3.7) A	5
Online and Social Media Marketing	Good (2.3) A	5
Online and Social Media Marketing	Good (2.3) A	5
Advanced Research Methods	Satisfactory (3.3) A	5
Advanced Research Methods	Satisfactory (3.3) A	5
Seminar: Marketing Responsibility	Satisfactory (2.7) A	5
Seminar: Marketing Responsibility	Satisfactory (2.7) A	5
Strategic Management	Good (2.3) A	5
Strategic Management	Good (2.3) A	5
Advanced Marketing Controlling	Sufficient (4.0) A	5
Advanced Marketing Controlling	Sufficient (4.0) A	5
Digital Business Models	Good (2.0) A	5
Digital Business Models	Good (2.0) A	5
Digital Analytics and Strategies	Good (2.3) A	5
Digital Analytics and Strategies	Good (2.3) A	5
Seminar: Current Issues in Marketing	Satisfactory (3.0) A	5
Seminar: Current Issues in Marketing	Satisfactory (3.0) A	5
Marketing Project	Sufficient (4.0)	5
Marketing Project	Sufficient (4.0)	5
Leadership	Good (2.0)	5
Leadership	Good (2.0)	5
AI and Mastering AI Prompting	Satisfactory (2.7)	10
Project: AI Excellence with Creative Prompting Techniques	Good (2.0)	5
Artificial Intelligence	Sufficient (3.7)	5
Communication and Public Relations	Good (2.3)	10
Communication and Public Relations I	Good (2.3)	5
Communication and Public Relations II	Good (2.0)	5

Master Thesis	Good (2.3)	30
Colloquium	Good (1.7)	3
Master Thesis	Good (2.3)	27
Overall Grade	Satisfactory (2.6)	120

A = Admitted

Thesis

Russian Propaganda Against Ukraine: Before and During the Full-Scale War of 2022

Erfurt, 23 January 2025





Prof. Dr. Holger Sommerfeldt
 Rector

Prof. Dr. Tobias Brückmann
 Chairman of the Examination Board