

The certificate concerning

**Elif Gül Polat**

who successfully completed the exams of the Bachelor's Degree programme  
Marketing with the main subject of **International Marketing**, applied to the  
following units of study:

Major : Marketing  
Minor : Minor get visual

**Units of Study:**

Statistics  
Marketing Law  
Strategic Marketing  
Foreign Language  
Brand Management  
Sustainable Innovation  
Business English  
MFI Company  
Marketing Controlling  
Marketing Synthesis  
Marketing Research  
Consumer Behaviour  
Economics and Methodology  
SPSS  
Study Career Management  
Work Placement  
B2B Marketing  
Retail and Services Marketing  
Customer Relationship Management  
Management Skills and Ethics  
Sales  
Marketing Communication  
E-Marketing  
Organizational Activities  
Graduation Assignment

ZZ17218-2017-2-001489

De volgende documenten kunnen de echtheid van dit document

1. De Echtheid in de zin van de overige delen van het document. Als u dit vlak 10 keer of meer eingoet wordt de tekst losbaar.
2. Een afbeelding van de Echtheid op het document. In de afbeelding is het nummer van het document te zien. Het nummer is afgeleid van de afbeelding van het document.
3. Een unieke nummer (in de afbeelding) dat het document, het nummer van het document en het nummer van het document.
4. In het ager is een unieke afbeelding van het document.

This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/EFEP. The purpose of the supplement is to provide sufficient independent data to improve the international transparency and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, content, context and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgments, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

**1. Information identifying the holder of the qualification**

- 1.1 Given name(s) and Family name Elif Gul Polat  
1.2 Date of birth 4 November 1990  
1.3 Place of birth Mönchengladbach, Germany  
1.4 Student identification number / code Z217218

**2. Information identifying the qualification**

- 2.1 Name of the qualification:  
Gefüge-schritt Hoger Beroepsopleiding (Degree Certificate of Higher Professional Education):  
Degree: Bachelor of Business Administration;  
Nationally accepted title: Baccalaureus (Bc)

**2.2 Main field of study:**

Commerciële Economie (Marketing), registered in the "Centraal register opleidingsen hoger onderwijs" (CROHO)  
Central Register of Higher Education Study Programmes, Registration No. 34402  
Main Subject: International Marketing

**2.3 Name and status of awarding institution:**

Fontys Hogescholen; public University of Applied Sciences, state recognized institution, falling within the scope of the Higher Education and Research Act (NHW Stb. 593, 1992 and subsequent amendments and supplements)

**2.4 Name and status of institution:**

Fontys Hogescholen; public University of Applied Sciences, state recognized institution, falling within the scope of the Higher Education and Research Act (NHW Stb. 593, 1992 and subsequent amendments and supplements)  
Language of instruction: German

**3. Information on the level of the qualification**

- 3.1 Level of qualification:  
Bachelor's Degree, University of Applied Sciences, First cycle National Qualifications Framework for Higher Education; Level 6 EQF for LLL

- 3.2 Official length of programme:  
4 years, study load in ECTS-credits: 240

**3.3 Access requirements(s):**

For Dutch students: VWO, HAVO or MBO, Prospective students with a foundation year degree or an institute of higher education degree may also enrol at the hogeschool  
For German Students: Fachhochschulreife (or equivalent)

For students of other nationalities: senior high school diploma/GCE or equivalent, Foreign certificates have to be validated. See "Requirements for Admission to Higher Education" of "The Education System in the Netherlands". In order to be able to follow the Dutch study programme successfully, prospective students with a certificate issued outside the Netherlands, must demonstrate, that their command of the Dutch language should be at "Statuexamen NT2-level (Dutch as second language, programme II, higher education). For the English study programme (BMS) the command of the English language should be at Proficiency level (e.g. TOEFL 550 or IELTS 6.0).

**4. Information on the contents and results gained**

- 4.1 Mode of study:

Full-time, including work placements

#### 4.2 Programme requirements:

A graduate of International Marketing is able to operate in an international business environment. He/She has a broad knowledge in the field of marketing sciences. On this foundation he/she can fulfil the following professional roles: Marketing manager, Marketing & sales assistant, Market researcher, Product manager, Sales manager, Account manager, Self-employed businessman, Consultant, Marketing communication manager and Export manager.

The main instrument for assessing a student's progress is the 'tentamen'. This is a written or oral test in one subject. Tentamen's are taken at various times throughout the degree programme. A cluster of exams are related to a certain competence. Throughout the degree programme student performance in presentations, reports and during the teaching / internship is continually assessed. As a part of the graduation requirements of programmes the report from the Internship / Internship and the graduation project of the main subject must be approved. On top of the major of 210 credits the student has completed one minor of 30 credits. The minor enables the student to either deepen or broaden his competencies within his professional context.

#### 4.3 Programme details

The first year of every programme is referred to as the 'propedeuse', which serves as a foundation orientation and selection phase. In addition to lectures, seminars, and independent study, students are required to complete an internship or work placement (stage) which takes up part of the third year of study, as well as a final project or a thesis, in the fourth year (see transcript of credits).

#### 4.4 Grading scheme:

##### Dutch grading system in the Netherlands

Dutch grades range from 1 (very poor) to 10 (outstanding), a 6 is a pass. It should be noted that 9s and 10s are rarely given. On final tests, grades are normally rounded off (above 0.5 is rounded up and below 0.5 is rounded down, thus a 5.5 equals a 6 equals a pass, whereas a 5.4 equals a fail.) However, on exams and course work, it is customary to get a grade that has not been rounded off. The Dutch grading system is listed in the table below.

Sometimes grades are not given, but achievements are expressed in words. If such is the case a V is a Pass, irrespective of the level of achievement above the minimum pass.

Dutch Grading scale	Used in Course components
Grade	Description
10	Excellent
9	Outstanding
8	Very good
B	Good
7	Very satisfactory
6	Satisfactory
6-5.5	(minimum pass)
5	(Fail some more work needed, sometimes compensated)
4-0	Unsatisfactory to very poor (definite fail)

Grade	Description
E	Excellent
G	Good
RV	Very satisfactory
V or vd	Pass (voldoende, voldoende)
T	minimum pass
N, nr or C/F	(Omvoldoende, niet voldoende)
VR	Exemption
g	good (goed)
v	satisfactory (voldoende)
o	fail (niet voldoende)

#### 4.5 Overall classification of the qualification: met goed gevolg (Successfully)

#### 5. Information on the function of the qualification

##### 5.1 Access to further study:

The 'Getuigschrift Hoger Beroeps onderwijs' gives access to several types of further study. Shortened university study programmes leading to the university 'getuigschrift'. Related master degree programmes. Post-HBO courses of varying length.

##### 5.2 Professional status:

HBO graduates are fully qualified to practise their profession without further study, licensing or registration with a professional association.

#### 6. Additional information

##### 6.1 Additional information:

The degree programme was accredited by the Accreditation Organization of the Netherlands and Flanders (Nederlands-Vlaamse Accreditatie Organisatie, NVAO) on 31 December 2014.

##### 6.2 Further information sources:

For general information about Fortys: <http://www.fortys.nl>

For information in the English language: <http://fortys.eduhub.nl/fortys>

Further information on Higher Professional Education in the Netherlands can be obtained at: Nuffic, Kortenaarskade 11, P.O. Box 29777, 2502 LT Den Haag, The Netherlands. <http://www.epruffic.nl>

There is also an important site on the Recognition of Diplomas: <http://ec.europa.eu/education>

**7. Certification of the supplement**

7.1 Date 26 January 2017

7.2 Signature



7.3 Capacity

M.M.H. Steenik U.M., Chair of the Examination Board

7.4 Stamp

**8. Information on the Dutch higher education system: See enclosed information**

The Examination Board, established for International Marketing of the Fontys International Business School, part of Fontys University of Applied Sciences, certifies that:

## **Elif Gül Polat**

born on 4 November 1990 in Mönchengladbach, Germany  
successfully completed the exams of the Bachelor's Degree programme

## **Marketing**

(registered name: *Commerciale Economie*)

with the main subject of **International Marketing**  
in the year 2017.

The graduate is authorised to use the degree Bachelor of Business Administration.

The examination, which covered the subjects as mentioned 'overleaf', was conducted in virtue of the Education and Examination Regulation as laid down by the Governing Board in accordance with the requirements as decreed in the Higher Education and Research Act (MBO, Stb. 803, 1902).

Date of the latest accreditation report of the programme concerned: December, 2014.

The programme is registered in the Central Register of Higher Education Study Programmes with number 34402.

VENLO, 25 January 2017

The Examination Board:

Chair:  
M.M.H. Simons, U.S.A.



Secretary:  
K. Bredt MBA.



The Candidate:



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