



Praktikumszeugnis

Frau Isabelle Dreves, geboren am 12. Januar 1995, war vom 1. Februar 2017 bis zum 31. Juli 2017 in der Abteilung ACG / Trade Marketing als Praktikantin in unserem Unternehmen tätig.

Zu ihren Aufgaben gehörte die Durchführung folgender Tätigkeiten

- Betreuung und Tracking von Handels-Promotions
- Unterstützung bei der Messeplanung und -organisation
- Unterstützung bei der Gestaltung von Werbemitteln (Flyer, etc.)
- Steuerung von Social-Media-Aktivitäten (in Zusammenarbeit mit Agenturen)
- Betreuung von Internetpräsenzen für Markenwebsites und Portalen für Maler
- Mitarbeit bei der strategischen Ausrichtung von Marketing-Tools
- Unterstützung bei der Pflege von CRM-Datenbanken

Frau Dreves verfügt über gute Fachkenntnisse, so dass sie bereits nach kurzer Zeit innerhalb der Abteilung gewinnbringend eingesetzt werden konnte.

Frau Dreves hat uns sehr gut im Bereich der Gestaltung von Werbemitteln geholfen. Ihre fundierte Kenntnis von Grafikprogrammen war dabei sehr hilfreich.

Ihre schnelle Auffassungsgabe und ihr Denkvermögen ließen sie selbst schwierige Situationen sofort überblicken und stets das Wesentliche erkennen. Frau Dreves war eine überaus belastbare, hochmotivierte und äußerst verantwortungsbewusste Mitarbeiterin. Frau Dreves verfügte über eine gute Lernbereitschaft. Auch unter schwierigsten Arbeitsbedingungen und größtem Zeitdruck bewältigte sie alle Aufgaben in hervorragender Weise.

Hervorzuheben war ihre jederzeit sehr präzise, gewissenhafte und effiziente Arbeitsweise. Frau Dreves war in ganz besonders hohem Maße zuverlässig und ehrlich.

Sowohl in qualitativer als auch in quantitativer Hinsicht erzielte sie immer gute Arbeitsergebnisse. Die ihr während des Praktikums übertragenen Aufgaben hat Frau Dreves stets zu unserer vollen Zufriedenheit erfüllt.

Sie wurde wegen ihres freundlichen und ausgeglichenen Wesens allseits sehr geschätzt. Sie war immer hilfsbereit, zuvorkommend und stellte, falls erforderlich, auch persönliche Interessen zurück. Ihr Verhalten zu Vorgesetzten, Kollegen sowie Kunden war ausnahmslos einwandfrei.

Postanschrift:
Henkel AG & Co. KGaA
40191 Düsseldorf, Deutschland
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www.henkel.com

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Citigroup Deutschland, Frankfurt
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DE03 5021 0900 0400 2281 16

Henkel AG & Co. KGaA
Sitz: Düsseldorf
Handelsregister: Amtsgericht
Düsseldorf, HRB 4724
Aufsichtsratsvorsitzende:
Dr. Simone Bagel-Trah
USt-IdNr. DE 119 429 301

Persönlich haftende Gesellschafterin:
Henkel Management AG, Sitz: Düsseldorf
Handelsregister: Amtsgericht
Düsseldorf, HRB 58139
Vorstand: Hans Van Bylen (Vorsitzender),
Jan-Dirk Auris, Pascal Houdayer,
Carsten Knobel, Kathrin Menges,
Bruno Piacenza
Aufsichtsratsvorsitzende:
Dr. Simone Bagel-Trah



Frau Dreves verlässt unser Unternehmen mit dem Ende des Praktikums am 31. Juli 2017. Wir bedanken uns für die stets guten Leistungen und die jederzeit sehr angenehme Zusammenarbeit. Für die Zukunft wünschen wir ihr beruflich und privat weiterhin viel Erfolg und alles Gute.

Düsseldorf, 31. Juli 2017

Henkel AG & Co. KGaA
Standort Düsseldorf

Christian Sinz
Manager Trade Marketing DIY, Channel Lead TM

Martina Kunkel
Specialist Job Service Germany

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Bruno Piacenza
Aufsichtsratsvorsitzende:
Dr. Simone Bagel-Trah



Zeugnis

Frau Isabelle Dreves, geboren am 12. Januar 1995, war vom 07. Juni 2016 bis zum 31. Januar 2017 im Rahmen eines befristeten Arbeitsverhältnisses als studentische Hilfskraft / Grafik Designerin in der Abteilung Marketing in unserem Unternehmen tätig.

Die Deb-STOKO Europe GmbH in Krefeld ist Teil der britischen Deb Gruppe, die eine 100%ige Tochter des familiengeführten Konzerns SC Johnson ist. Am Krefelder Standort arbeiten ca. 150 Mitarbeiter. Als erfahrener Experte für beruflichen Hautschutz verfügt die Gruppe über das international umfangreichste Produktportfolio, mit dem Gesundheits-, Sicherheits-, und Hygieneprogramme der aus allen Branchen kommenden Kunden unterstützt und ausgebaut werden. Die Produktlinien werden unter erfolgreichen Marken vertrieben, zu denen u.a. Travabon®, Stokoderm®, Refresh™, Estesol®, Solopol®, Kresto®, Deb InstantFOAM® Complete und Stokolan® gehören.

Der Aufgabenbereich von Frau Dreves beinhaltete schwerpunktmäßig folgende Tätigkeiten:

- Bedienung Druckstraße und Ausführung von Druckaufträgen
- Endverarbeitung von Marketingmaterial
- Pflege der Mediendatenbank
- Aufbau der Photodatenbank
- Gestaltung von Broschüren, Flyern und Katalogen in verschiedenen Sprachen (Textanpassungen, Farbänderungen, gestalterische Änderungen)
- Einarbeitung von Übersetzungen in Marketingmaterial in Indesign und Illustrator

Frau Dreves hat sich schnell und sicher in das Aufgabengebiet eingearbeitet. Aufgrund ihrer genauen Analysefähigkeit und ihrer schnellen Auffassungsgabe war sie jederzeit in der Lage, auch schwierige Situationen sofort zutreffend zu erfassen und schnell gute Lösungen zu finden. Frau Dreves zeigte stets ein hohes Maß an Leistungsbereitschaft und identifizierte sich immer voll mit ihren Aufgaben und unserem Unternehmen, wobei sie auch durch ihre sehr große Einsatzfreude überzeugte. Auch in Situationen mit größtem Arbeitsaufkommen erwies sie sich als äußerst belastbar.

Die Arbeitsweise von Frau Dreves war jederzeit geprägt von Zuverlässigkeit und Verantwortungsbewusstsein.

Ihre Arbeitsergebnisse waren, auch bei wechselnden Anforderungen stets guter Qualität. Die Leistungen von Frau Dreves haben jederzeit unsere volle Anerkennung gefunden.



Jede Hand zählt bei der Arbeit



Seite 2 von 2 des Zeugnisses von Frau Isabelle Dreves

Das Verhalten von Frau Dreves gegenüber Vorgesetzten und Kollegen war stets und in jeder Hinsicht vorbildlich und einwandfrei. Sie integrierte sich binnen kürzester Zeit in das Team.

Wir danken Frau Dreves für die gute Zusammenarbeit und wünschen ihr sowohl für ihre berufliche als auch private Zukunft weiterhin viel Erfolg und alles Gute.

Krefeld, den 31. Januar 2017

Deb-STOKO Europe GmbH

D. Grobotek
i.v.
Denis Grobotek
Marketing Director

A. Rhode
Alessandra Rhode
Senior HR Manager Europe



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

Isabelle Marlene Dreves

born on 12 January 1995 in Krefeld, Germany

successfully completed the exams of the Bachelor's Degree programme

Marketing

(registered name: **Commerciële 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 (WHW, Stb. 593, 1992).

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, 23 June 2017

The Examination Board:

Chair:
M.M.H. Simonis LL.M.

Secretary:
K. Grell MBA.

K. Grell

The candidate:

Dreves

2224187-2017-7-004263



The certificate concerning

Isabelle Marlene Dreves

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 : Studying Abroad

Units of Study:

Statistics
Marketing Law
Strategic Marketing
Foreign Language
Brand Management
Sustainable Innovation
Business English
Mini 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

2224187-2017-7-004263

De volgende elementen kenmerken de echtheid van dit document:

1. De microtekst in de vin aan de onderzijde van het document. Als u dit vlak 10 keer of meer vergroot wordt de tekst leesbaar.
2. Een zilverfoliestrip rechts op het document. In de zilverfolie is het monogram van Fontys Hogescholen (de letter 'F' met Fontysvis) uitgespaard.
3. Een uniek nummer links naast het monogram, tevens uitgevoerd in laserperforatie. Bij twijfel over de echtheid van het document kunt u bij Fontys Hogescholen verifiëren of de naam en het nummer corresponderen.
4. In het papier zit een wereldwijd beschermd watermerk.

This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES. 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, context, content 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 judgements, 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** : Isabelle Marlene Dreves
1.2 **Date of birth** : 12 January 1995
1.3 **Place of birth** : Krefeld, Germany
1.4 **Student identification number / code** : 2224187

2. Information identifying the qualification

2.1 **Name of the qualification:**

Getuigschrift Hoger Beroepsonderwijs (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 opleidingen 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 (WHW 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 (WHW Stb. 593, 1992 and subsequent amendments and supplements)

2.5 **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 requirement(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 'Staatsexamen NT2-level (Dutch as second language, programme II, higher education). For the English study programme (IBMS) 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 science. On this fundament he/she can fulfill 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. 'Tentamens' 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 traineeship / internship is continually assessed. As a part of the graduation requirements of programmes, the report from the traineeship / 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:

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 lists, 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.

Grade	In words NL	Abbr. NL	Meaning EN	Abbr. EN
10	Uitstekend	U	Outstanding	O
9	Zeer Goed	ZG	Very Good	VG
8	Goed	G	Good	G
7	Ruim Voldoende	RV	More than Satisfactory	MS
6	Voldoende	V	Satisfactory	S
5	Twijfelachtig	T	Almost Satisfactory	AS
4	Onvoldoende	O	Unsatisfactory	U
3	Ruim onvoldoende	RO	Very Unsatisfactory	VU
2	Slecht	S	Poor	P
1	Zeer slecht	ZS	Very Poor	VP

Expression NL	Abbr. NL	Meaning EN	Abbr. EN
Behaald	BEH	Pass	PA
Niet Behaald	NB	Fail	F
Vrijstelling	VR	Exemption	EX

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 Beroepsonderwijs' 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 Fontys: <http://www.fontys.nl>

For information in the English language: <http://fontys.edu/about-fontys>

Further information on Higher Professional Education in the Netherlands can be obtained at: Nuffic, Kortenaerkade 11, P.O. Box 29777, 2502 LT Den Haag, The Netherlands: <http://www.epnuffic.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 : 23 June 2017

7.2 Signature :



7.3 Capacity : M.M.H. Simonis LL.M. ; Chair of the Examination Board

7.4 Stamp :



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

Diploma Supplement Transcript of Credits (see No. 4.2/4.3.)

DEGREE PROGRAMME: Bachelor Marketing
(registered name: Bachelor Commerciële Economie)

Given name and Family name : Isabelle Marlene Dreves
Date, place of birth : 12 January 1995 in Krefeld, Germany
Date of qualification : 23 June 2017
Student identification number : 2224187
Certificate identification number : 2224187-2017-7-004263

	Subject name	Subject name in English
Major	: Commerciële Economie	Marketing
Main Subject	: International Marketing	International Marketing
Minor	: Buitenlandminor	Studying Abroad

Course components

Code	Subject name	Subject name in English	Date	Grades	ECTS
	<u>Propaedeutic Package IM German Cohort 2013</u>	<u>Propaedeutic Package IM German Cohort 2013</u>			
P01MD13	Project Organisation of Businesses	Project Organisation of Businesses	15/11/2013	8.0	5
P02MD13	Marketing Processes	Marketing Processes	09/01/2014	9.5	5
P03MD13	Accounting	Accounting	07/01/2014	8.5	5
P04MD13	International Business	International Business	13/03/2014	6.6	5
P05MD13	Business Mathematics	Business Mathematics	14/03/2014	7.0	5
P06MD13	Business English I	Business English I	12/03/2014	7.0	2
P07MD13	Foreign Language I / Law	Foreign Language I / Law	31/01/2014	7.4	2
P08MD13	Study Career Management	Study Career Management	01/06/2014	PA	2
P09MD13	Project Business Plan	Project Business plan	01/06/2014	8.1	5
P10MD13	Marketing Analysis	Marketing Analysis	23/06/2014	8.1	6
P11MD13	Economic Research	Economic Research	06/06/2014	6.9	5
P12MD13	Economics	Economics	10/06/2014	6.7	5
P13MD13	Social and Communication Skills	Social and Communication Skills	05/06/2014	6.7	2
P14MD13	Business English II	Business English II	01/06/2014	8.0	2
P15MD13	Foreign Language II / ICT	Foreign Language II / ICT	01/06/2014	7.2	2
P16MD13	Law	Law	12/06/2014	8.0	2
	<u>Group Main Phase IM (Phase 2)</u>	<u>Group Main Phase IM (Phase 2)</u>			
H01MD13	Statistiek	Statistics	16/12/2014	8.1	4
H02MD13	Marketing Law	Marketing Law	05/01/2015	8.7	4
H03MD13	Strategic Marketing	Strategic marketing	18/12/2014	8.9	5
H04MD13	Foreign Language III	Foreign Language III	19/12/2014	7.7	2
H05MD13	Brand Management	Branding	07/01/2015	9.5	5
H06MD13	Sustainable Innovation	Sustainable Innovation	27/01/2015	7.6	3
H07MD13	Business English III	Business English III	10/06/2015	7.1	6
H08MD13	Mini-Company	Mini Company	29/06/2015	7.0	8
H09MD13	Marketing controlling	Marketing controlling	10/06/2015	8.2	4
H10MD13	Marketing Synthesis	Marketing Synthesis	22/06/2015	9.0	4
H11MD13	Marketing research	Marketing research	19/06/2015	7.7	3
H12MD13	Foreign Language IV	Foreign Language IV	11/06/2015	5.5	2
H13MD13	Consumer Behaviour	Consumer Behaviour	12/06/2015	7.4	4
H14MD13	Economics & Methodology	Economics & Methodology	05/06/2015	8.1	3
H15MD13	SPSS	SPSS (Standardized Statistical Program)	01/06/2015	6.8	3
H16MD13	Study Career Management	Study Career Management	15/06/2015	PA	2
H17MD13	Work Placement	Work placement	15/01/2016	7.2	28

Code	Subject name	Subject name in English	Date	Grades	ECTS
	<u>Group Graduation Phase IM (Phase 3)</u>	<u>Group Graduation Phase IM (Phase 3)</u>			
A01MD13	B2B Marketing	B2B Marketing	19/12/2016	7.1	4
A02MD13	Retail & Services Marketing	Retail & Services Marketing	21/12/2016	7.4	5
A03MD13	Customer Relationship Management	Customer Relationship Management	27/01/2017	9.6	4
A04MD13	Management Skills and Ethics / HRM	Management Skills	09/01/2017	8.2	4
A05MD13	Sales	Sales	11/01/2017	8.4	4
A06MD13	Marketing Communication	Marketing Communication	18/12/2016	9.0	4
A07MD13	E-Marketing	E-Marketing	06/01/2017	7.5	4
A10MD13	Study Career Management	Study Career Management	09/11/2016	PA	1
A11MD13	Organizational Activities	Organizational Activities	22/06/2017	PA	2
A12MD13	Graduation Assignment	Graduation Assignment	23/06/2017	6.1	28
	<u>Minor group</u>	<u>Minor group</u>			
2557FMBUIT	Buitenlandminor	Studying Abroad	19/12/2016	PA	30
	Totaal aantal behaalde ECTS-studiepunten	Total number of ECTS-credits achieved			240

Diploma Supplement Appendix Competences

DEGREE PROGRAMME: Bachelor Marketing
 (registration number and name: 34402 "Bachelor Commerciële Economie")
 Valid for qualification date: 23 June 2017

Competencies

AC = General Competency

BC = Occupation Specific Competency

BC 1: Internal and external analysis

Analysis of changes and trends in external and internal environment with the aim of identifying potential policy issues for companies in fresh food supply chains based on a systematic research approach

Level 1

In collaboration with others, the student is able to:

- establish what information is needed about internal business processes in order to be able to carry out a strength/weakness analysis for a company in the Fresh Business chain.
- establish what information is needed about which environmental variables in order to be able to describe the opportunities and threats for a company operating in the Fresh Business chain.
- conduct a simple internal and external analysis (quick scan) proactively, based on a given definition of a problem.
- collect general, sector-specific and company-specific information from relevant public sources (LEI, FADN, FAO, National Statistics, Eurostat, annual reports) independently and interpret this.
- formulate a research question based on a given definition of a problem.
- draw up a plan of action for a qualitative or quantitative research study.
- set up a simple questionnaire that links up with the research question.
- conduct a quantitative research study and process the data obtained.
- interpret research conducted by others.
- create a simple report with statistics at descriptive level (graphs, printouts, cross tables).
- identify potential policy issues based on the above-mentioned analyses.

The student has knowledge of:

- regional, national and international Fresh Business chains.
- specific aspects of Fresh Business chains: i.e. knowledge of aspects such as nutrition, food safety and health; freshness, perishability and product quality; production conditions (climate, soil and water, organic features of agricultural production); specific sustainability aspects (animal welfare, health).

Level 2

Both independently and in collaboration with others the student is able to:

- establish on the basis of a consumer survey which factors - including taste, health, food safety, and sustainability - have an impact on the demand for fresh products.
- conduct an empirical market and competitor analysis.
- increase his/her knowledge about fresh products and the corresponding supply chains independently and in a systematic manner.
- draw conclusions based on an analysis of and information on trends and developments in the relevant Fresh Business chain.
- formulate a definition of a problem and a research question (or several research questions) based on a given context.
- draw up a research plan which contains an explanation of the choice for qualitative or quantitative research.
- set up a questionnaire that links up with a set of research questions.
- prepare and conduct an in-depth interview.
- process information, apply simple statistical methods and techniques and draw conclusions.
- create a report with graphic representations and explain the research results to the commissioning party.
- evaluate the research conducted.

The student has elementary knowledge of:

- relevant national and international policies (Codex Alimentarius, General Food Law, Commodities Act [Warenwet], GlobalGAP, WTO, CAP, phytosanitary policies).

Level 3**Both independently and in collaboration with others the student is able to:**

- set up a market analysis plan based on one or more contexts within a Fresh Business chain.
- draw conclusions based on available and possibly incomplete information and to indicate possible conflicts of interest.
- formulate a problem definition and research questions based on one or more contexts on the basis of a solid problem analysis.
- draw up a research plan independently, which includes details of the distribution of work, a time schedule and cost budget, with an explanation of why a particular type of research was opted for.
- collect information (e.g. set up and conduct a questionnaire).
- process information in accordance with an analysis plan drawn up beforehand, making use of statistical techniques that are relevant for the research, possibly with the aid of a statistical package. create a report with graphic representations, explain the statistical methods and techniques used, draw conclusions and give recommendations.
- present the research results, including conclusions and recommendations, explain the approach used and give advice on possible further steps.

BC 2: Policy development**Analysing policy issues, translating these into policy objectives and alternatives and preparing for decision making, with a focus on marketing, logistics and financial policy****Level 1****In collaboration with others the student is able to:**

- identify the market opportunities for a fresh product and/or a service focused on the fresh supply chain on the basis of a simply study.
- translate market opportunities, trends & developments within the Fresh Business chain into short-term objectives.
- describe in a plan of action how a company, operating in an international fresh food supply chain should be structured in order to perform optimally in the chain.
- set out the consequences of this plan of action for the organisation.

Level 2**Both independently and in collaboration with others the student is able to:**

- place the performance of the company in a global framework: think global, act local.
- identify strategic options for a commissioning party in the Fresh Business chain on the basis of a clear coherent analysis and indicate overall improvement possibilities (focus on Marketing and Logistics).
- structure the options and reduce them to a number of feasible priorities taking the sustainability and the financial consequences into account.
- within the framework of an integrated approach give an opinion on the advantages and disadvantages of centralised and decentralised distribution structures, possible outsourcing and possible collaboration with other companies.
- identify and evaluate strategic options with regard to the countries/regions in which agricultural raw materials and semifinished products are procured and processed and end products are sold.
- formulate short and medium-term SMARTPC¹ objectives.
- substantiate the objectives on the basis of a business analysis and relevant trends and developments within the Fresh Business chain.
- design an innovative and creative integrated plan of action.
- indicate the consequences of the plan of action for the organisation, the finances and sustainability.

¹ Specific, Measurable, Acceptable, Realistic, Time-bound, Priority and Consistent.

Level 3

Both independently and in collaboration with others the student is able to:

- identify strategic options based on an integrated approach on the basis of an independently conducted analysis carried out for a commissioning party in the Fresh Business chain.
- prioritise these options, possibly in consultation with the commissioning party.
- investigate the feasibility of these options based on a business and sustainability analysis and provide feedback to the commissioning party.
- establish or modify both medium and long-term objectives in relation to a Supply Chain strategy by using an integrated approach.
- develop a plan of action for the realisation of these objectives, which includes the marketing instruments that are used for this.
- indicate the logistical, organisational and financial consequences of the plan of action as well as the impact on sustainability.
- identify critical success factors for the implementation of policy objectives.
- determine a system for the evaluation of the results of the plan of action during and after the implementation in consultation with the commissioning party.
- draw up a recommendation on the countries from which fresh food products are procured, in which seasons and how: trade, foreign investments, strategic alliances.

BC 3: Policy implementation

Arrange, manage, align and improve business, organisational and supply chain processes with a focus on marketing and logistics processes

Level 1

In collaboration with others the student is able to:

- propose changes within one or several functional areas of an organisation within the Fresh Business chain on the basis of a given problem definition.
- develop, construct and substantiate a simple plan of advice for an organisation within the Fresh Business chain for the functions of Finances, Logistics or Marketing.
- identify and solve simple bottlenecks.
- give an opinion on the profitability of companies, products and investments.

Level 2

Both independently and in collaboration with others the student is able to:

- identify changes and improvements for an organisation in the Fresh Business chain, for all functional areas of the organisation, starting out from an overall objective.
- develop, set up and implement a plan of action for a given organisation in the Fresh Business chain on the basis of an integrated analysis of financial, logistical and marketing aspects.
- set up simple logistics and marketing processes in a Fresh Business chain across several companies.
- set up quality assurance systems within a company and between companies in the Fresh Business chain, including systems for food safety, tracking & tracing and sustainability.
- manage and align processes in a production, distribution and warehouse environment by applying methods for demand prediction, production planning, cost price calculations and investment selection.
- identify complex, cross-departmental bottlenecks and analyse and solve these in a structured manner.
- discuss operational (marketing and logistical) decisions that have consequences for suppliers and customers with suppliers and customers.

Specifically for EU regional and international fresh food supply chains

- develop a substantiated plan of action for a market other than the domestic market (Germany, the Netherlands and other international markets).
- develop a substantiated plan of action that is tailored to a specific fresh food product.
- draw up a recommendation on how to respond to short and long term changes in demand, supply, quality and price as a result of fluctuations in climate, weather, plant and animal diseases, promotional campaigns and policy (risk management).

Level 3**Both independently and in collaboration with others the student is able to:**

- formulate a research assignment on the basis of a descriptive summary and identify and analyse logistics and/or marketing processes on the basis of this.
- identify changes and improvements for all functional areas of the organisation, starting out from a complex marketing and/or logistics problem definition.
- manage, align and improve a Supply Chain in a procurement, production, distribution and warehouse environment
- identify and solve complex, cross-company bottlenecks and discuss these with suppliers and customers, among others.
- discuss strategic and operational (marketing and logistics) decisions that have consequences for suppliers and customers with suppliers and customers.
- develop and communicate a change process in the relevant organisation(s), among other things set specific priorities for the management and support throughout the organisation.

BC 4: Entrepreneurship & Relationship Management**Initiate, create and realise products and services and launch these into the market in an entrepreneurial manner****Level 1****In collaboration with others the student is able to:**

- provide insight into factors that are important to arrive at close collaboration/a good commercial relationship between the supplier and customer.
- identify new developments and trends within the Fresh Business environment and translate these into an innovative initiative such as a new product or service in a creative way.
- formulate objectives for an innovative initiative, transforming the initiative into a project, manage the project and the results.

Level 2**Both independently and in collaboration with others the student is able to:**

- draw up a business plan in which an innovative and sustainable value proposition is formulated.
- set up a clear distribution strategy for a fresh food business with accompanying plan of action.
- formulate objectives for sales and negotiating processes and translate these into a plan of action.
- explain choices made to the organisation (management) and to customer relationships.
- participate in tender processes and bids in a professional manner.

Level 3**The student is independently able to:**

- conduct consultative talks with customers as well as effective negotiations within the framework of long-term account relationships.
- see and make connections within the fresh food supply chain from supplier of basic material to consumer and translate these into commercial opportunities.
- manage multi-disciplinary teams and motivate these to provide added value for both the organisation and the customer.
- formulate commercial objectives and translate these into a specific account plan which includes a financial account.

AC 1: Professionalism

Professionalism: the capacity to self-reflect and adapt behaviour as well as the ability to work with others.

<p>Level 1 The student is able to:</p> <ul style="list-style-type: none">• conduct a self-evaluation and take responsibility for his/her own actions.• analyse, manage and regulate his/her personal development.• compile his/her own objectives using SMART criteria.• document his/her personal development in a portfolio under supervision.• plan his/her work in a simple situation.• make the results of his/her work visible.• meet deadlines and deliver promised results as well as make a visible contribution to the group result.• actively participate in the group process.• stimulate/kindle enthusiasm in colleagues to work together effectively. <p>The student has a professional attitude.²</p>
<p>Level 2 The student is able to:</p> <ul style="list-style-type: none">• self-manage.• explain his/her choices.• set and meet targets in a more complex situation independently.• translate feedback and self-reflection into an improvement plan.• work in an organisation and in multi-disciplinary teams in a result-oriented manner and determine own courses of action in these.• actively participate in the setting of goals and working arrangements.• take on different roles.
<p>Level 3 The student is able to:</p> <ul style="list-style-type: none">• work in an organisation proactively, and make decisions independently with respect to organisational goals.• develop his/her personal goals and tasks.• take on different team roles.• get his/her personal opinion across convincingly.• use a partnership as a sounding board for his/her personal opinion.

² A facultative assessment will be conducted by the tutor at the end of the foundation course as part of which behaviour and attitude will be assessed.

AC 2: Communication skills

Social and communication skills in native language and two foreign languages.

Level 1

The student is able to:

- speak (monologue), listen and read a second foreign language (Dutch or German) at CEFR A1 level at least.
- hold a conversation in this foreign language (dialogue), 'verbally interact', in which listening and speaking are very much interwoven.
- create and present (communicate) clear and structured reports using modern tools including ICT resources.
- hold the attention of the audience in the report and during the presentation.

The student is aware of:

- differences in culture, society and behaviour patterns in Germany, the Netherlands and other countries.

Level 2

The student is able to:

- speak, read and listen to the second foreign language at CEFR A2 level
- hold a conversation, 'verbally interact', in which listening and speaking are very much interwoven.
- deal with aspects of the culture, society and behaviour patterns in Germany, the Netherlands and other countries.
- respond adequately to differences in the business culture and institutions in Germany or the Netherlands.
- create different types of documents and express him/herself clearly and in a manner that is appropriate for the target group.
- edit written contributions from several project assistants into a whole.
- express him/herself clearly when communicating with people at different levels.
- create and present clear, structured and effective reports with using modern tools including ICT resources.
- provide good answers and substantiate answers effectively relating to the problem and the solution to it.
- interact with the audience effectively during a round of questions or a discussion.
- provide good answers and effectively defend answers relating to the problem and the solution to it.

Level 3

The student is able to:

- use Business English at BEC level (Cambridge Business English; intermediate level) .
- speak, read and listen to the second foreign language at CEFR B1 level.
- hold a conversation at this level, 'verbally interact', in which listening and speaking are very much interwoven.
- express complex issues in a clear and structured manner.
- deal with aspects of culture, society and patterns of behaviour in the Netherlands, Germany and other countries.
- respond adequately to differences in business culture and institutions in the Netherlands or Germany.
- give a coherent presentation on a complex topic.
- interact with the audience throughout the entire presentation effectively.
- provide good answers and substantiate the answers relating to the problem and the solution to the problem, effectively, as well as in a broader context.

Student : Dreves, Isabelle
Student number : 2224187

RE: Average grade

Fontys International Business School hereby officially declares that
aforementioned student has successfully completed the Bachelor study
International Marketing with an average grade of:

7,4

The average grade is based on the Main Phase and Graduation Phase
results *.

Venlo, 3 July 2017.

** The average grade is calculated by weighing the credits multiplied by the obtained
grades per LA, divided by the number of credits. The number of credits in the
calculation of the average is 150.*

Tabelle zum Vergleich der Noten - Niederlande - Deutschland

<i>Nach deutschem System gilt:</i>		<i>Volgens het Duitse systeem geldt:</i>	
1 = sehr gut		1 = zeer goed	
2 = gut		2 = goed	
3 = befriedigend		3 = bevredigend	
4 = ausreichend		4 = voldoende	
5 = nicht ausreichend		5 = onvoldoende	
<i>Nach niederlandischem System gilt:</i>		<i>Volgens het Nederlandse systeem geldt:</i>	
10 Punkte = hervorragend		10 punten = uitmuntend	
9 Punkte = sehr gut		9 punten = zeer goed	
8 Punkte = gut		8 punten = goed	
7 Punkte = befriedigend		7 punten = ruim voldoende	
6 Punkte = ausreichend		6 punten = voldoende	
5 Punkte = nicht ausreichend		5 punten = niet voldoende	
<i>Niederländische Note</i>	<i>Deutsche Note</i>	<i>Niederländische Note</i>	<i>Deutsche Note</i>
10 Punkte	1	10 bis 8,9	1
9 Punkte	über 1,0 bis 1,5	8,8 bis 8,5	1,3
8 Punkte	über 1,5 bis 2,5	8,4 bis 8,2	1,7
7 Punkte	über 2,5 bis 3,5	8,1 bis 7,9	2
6 Punkte	über 3,5 bis 4,0	7,8 bis 7,5	2,3
5 Punkte	über 4,0 bis 5,0	7,4 bis 7,2	2,7
		7,1 bis 6,9	3
		6,8 bis 6,5	3,3
		6,4 bis 6,2	3,7
		6,1 bis 5,5	4
		5,4 bis 1,0	5

Fontys Hogescholen
International Campus Venlo
PO Box 141
NL- 5900 AC Venlo

Ashland University Official Electronic Transcript

05/18/16

Formerly Ashland College
Office of the Registrar
Ashland, Ohio 44805
419-289-5027

1 of 1

Isabelle Dreves
Gropperstr. 66
Krefeld, 47807
Germany
January 12

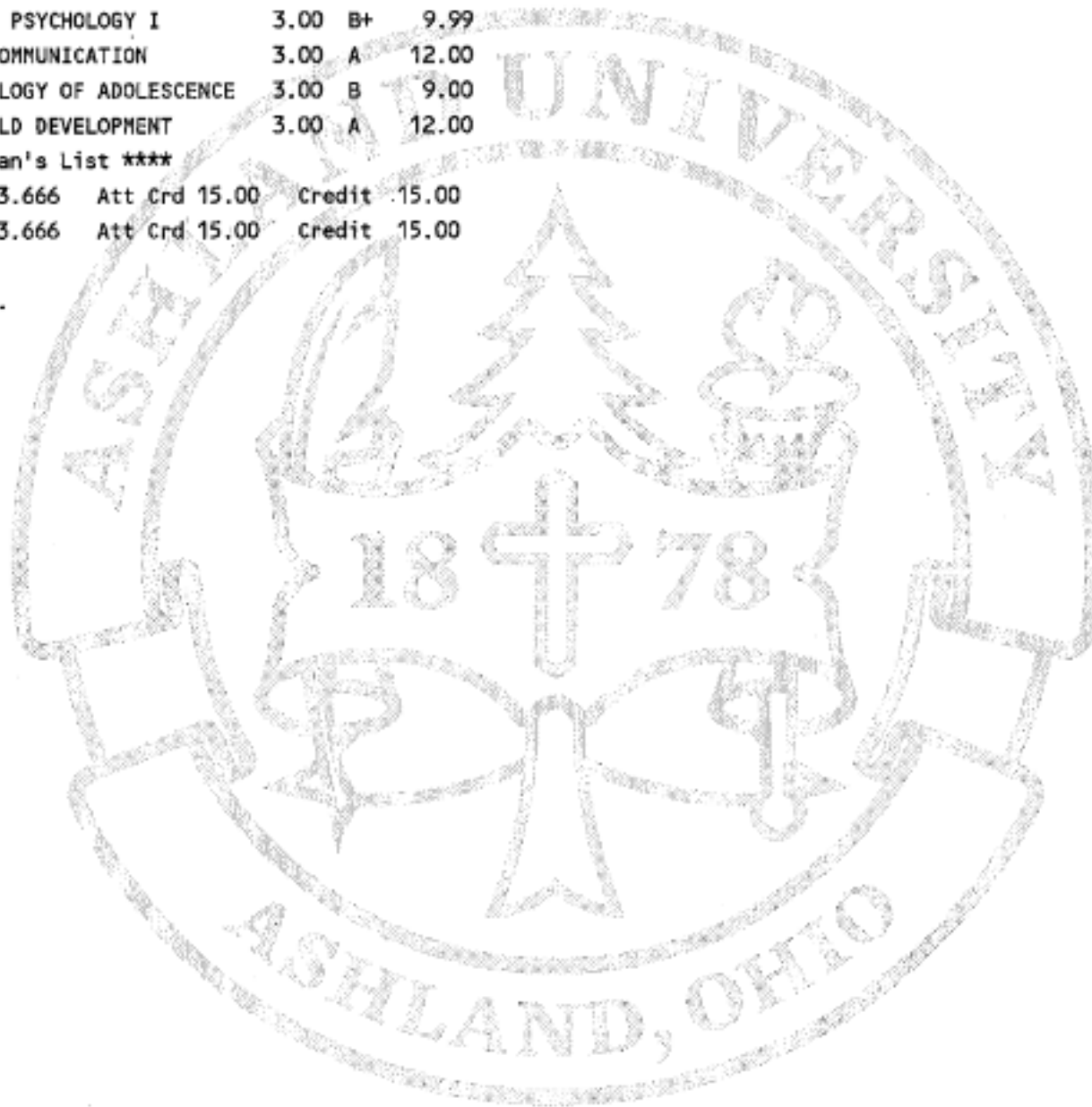
XXX-XX-

1367994

Non-Degree,

COURSE	Course Title	CRD	GRD	GRDPT	COURSE	Course Title	CRD	GRD	GRDPT
SPRING SEMESTER 2016 (01/11/2016 to 05/10/2016)									
MKT326	A - CONSUMER BEHAVIOR	3.00	A	12.00					
PSYC101	A - GENERAL PSYCHOLOGY I	3.00	B+	9.99					
COM101	G - HUMAN COMMUNICATION	3.00	A	12.00					
PSYC218	X2 - PSYCHOLOGY OF ADOLESCENCE	3.00	B	9.00					
PSYC264	RECE1 - CHILD DEVELOPMENT	3.00	A	12.00					
*** Dean's List ***									
Term	GPA	3.666	Att Crd	15.00	Credit	15.00			
Cum	GPA	3.666	Att Crd	15.00	Credit	15.00			

End of official record.



Transcript Sent To:
isadreves@web.de

Dorothy J. Cellura



This badge was issued to [Isabelle Dreves](#) on 9 September 2020.
Expires on 9 September 2021

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[Additional Details](#)

Facebook Certified Media Planning Professional

Issued by [Facebook](#)

Blueprint Certification is Facebook's credentialing program for digital advertising professionals who demonstrate advanced proficiency in Facebook marketing. The Facebook Certified Media Planning Professional credential is awarded to digital advertising professionals who demonstrate proficiency in designing an end-to-end Facebook marketing strategy that aligns to business goals and complements a holistic marketing plan.

Skills

- Ad Campaign Optimization
- Advertising Objectives
- Digital Advertising
- Digital Media Planning
- Facebook
- Facebook Audience Insights
- Instagram
- Marketing Consultants
- Media Planning
- Social Media Marketing
- Social Media Planning



This badge was issued to [Isabelle Dreves](#) on 11 September 2020.
Expires on 11 September 2021

Share



[Additional Details](#)

Facebook Certified Media Buying Professional

Issued by [Facebook](#)

Blueprint Certification is Facebook's credentialing program for digital advertising professionals who demonstrate advanced proficiency in Facebook marketing. The Facebook Certified Media Buying Professional credential is awarded to digital advertising professionals who are [More...](#)

Skills

- Ad Campaign Optimization
- Advertising Management
- Advertising Objectives
- Digital Advertising
- Digital Media Buying
- Direct Response Marketing
- Facebook
- Facebook Auction
- Facebook Pixel
- Instagram
- Marketing Consultants
- Media Buying
- Social Media Marketing

Congratulations!

Isabelle Dreves



Completed

Google Ads Search Certification

on February 19, 2021

Completion ID: 72132775 Expires: February 19, 2022



Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

SEMINARZERTIFIKAT

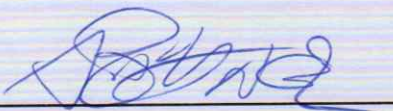
ISABELLE DREVES

hat am Seminar

Rhetorik- und Präsentationstraining

Termin: 18.06.2019-19.06.2019
Dauer: 2 Tage
Seminarleitung: Angela Bittner
Seminarort: Düsseldorf

mit Erfolg teilgenommen.



Angela Bittner



TEILNAHME-URKUNDE

Frau

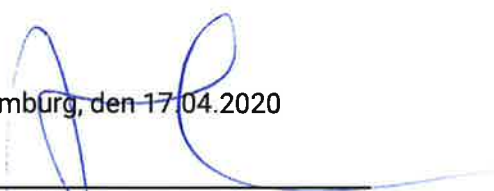
Isabelle Dreves

im Zeitraum vom **18.06. – 19.06.2019** erfolgreich an dem Seminar
„**Präsentationstraining**“ teilgenommen.

Der vermittelte Lerninhalt erstreckte sich über die Themenbereiche:

- Professionelles und souveränes Auftreten bei Vorträgen
- Persönliche Wirkung auf andere kennen und verstehen lernen
- Mit Hilfe von Rhetorik und Körpersprache interessanter präsentieren
- Aufmerksamkeit und Interesse bei den Zuhörern schaffen

Hamburg, den 17.04.2020


Anja Röhl

Managing Partner Human Resources, ppa.
OMNICOM Media Group Germany GmbH

ZERTIFIKAT

ÜBER DIE ERFOLGREICHE TEILNAHME AN DER
PHD Academy Strategie Präsentation

Isabelle Dreves

hat an der PHD Academy Strategie Präsentation mit
hohem Engagement teilgenommen.

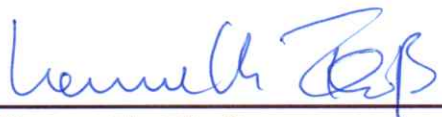
Anhand eines echten Kundenbriefings hat sie über
mehrere Wochen im Team eine Strategie erstellt
und maßgeblich zum Erfolg der Präsentation
beigetragen.

Düsseldorf, Mai 2019



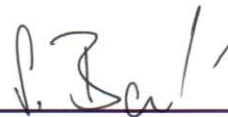
Sabine Knöpfel-Ruth

COO
phd Germany



Kenneth Floß

Director Client Service
phd Germany



Sebastian Borowski

Director Client Service
phd Germany



School



ZERTIFIKAT

ÜBER DIE ERFOLGREICHE TEILNAHME AN DER **OMD SCHOOL**

Isabelle Dreves

hat die **OMD SCHOOL** besucht, die Veranstaltungen zu den nachfolgenden Themengebieten umfasst:

- Marketing-/Media-Kennziffern
- Zielgruppenanalysen
- Markt-/Media-Analysen
- Vorträge zu den Medien:
TV, Online, Performance Marketing, SEM, Social Media,
PZ, TZ, Funk, Kino, Outdoor und Ambient Media
- Zusätzlich ganztägige Workshops:
TV + Digital

Düsseldorf, Januar 2019

Andreas Törpel
Managing Director
OMD Düsseldorf GmbH

Frau/Herr

besuchte am:

erfolgreich das Training:

MICROSOFT EXCEL 2016

PIVOT-TABELLEN UND PIVOT-CHARTS



Folgende Themen wurden u. a. behandelt:

- Pivot-Tabellen aus unterschiedlichen Datenquellen
- Bearbeiten und Aktualisieren von Daten
- Die Pivot-Feldliste
- Konsolidieren von Tabellen
- Berichtsfiler und Datenschnitt
- Datenberechnungen und Datenauswertung
- Die Funktion PIVOTDATENZUORDNEN
- Erstellen und Bearbeiten von Pivot-Charts

Maike Fetschmann

Dozent/in

Frau/Herr

besuchte am:

erfolgreich das Training:

MICROSOFT EXCEL 2016

ZIELGERICHTETER EINSATZ
VON FUNKTIONEN UND AUSWERTUNGEN



Folgende Themen wurden u. a. behandelt:

- Die verschiedenen Möglichkeiten des Formelaufbaus
- Diverse Funktionen, u.a. aus den Bereichen Statistik, Verweise und Logik
- Verschachtelte Formeln und Funktionen
- Formelüberwachung und Fehlerüberprüfung
- Daten kombinieren
- Zielwertsuche und Szenario-Manager
- Datenkonsolidierung
- Name und Datenüberprüfung

Maike Fetschmann

Dozent/in

Jong Ondernemen declares that

Isabelle Dreves

date of birth

12-01-1995

has participated in a Student Company at

Fontys International Business School

Awarding of this proof of participation indicates that the student has experienced entrepreneurship in the context of the Student Company, working on the following competencies:

INITIATIVE

The ability to take or show initiatives and responsibility

SOCIAL ORIENTATION

Developing and maintaining networks

FLEXIBILITY

Showing flexibility to enable the student company to succeed

CREATIVITY

Thinking creatively, innovative problem solving and result orientation

PERSEVERANCE

Showing determination and perseverance

TEAMWORK

Contribute actively to the succes of the Student Company in a team

RISK TAKING

Making intentional choices for taking well-considered risks

CUSTOMER FOCUS

Using the clients' concern as guideline

PROOF OF PARTICIPATION
STUDENT COMPANY

June 2015

The Hague ■ Jong Ondernemen



Arko Veefkind - Algemeen Directeur

**Maria-Sibylla-Merian Gymnasium
47807 Krefeld**

Johannes-Blum-Straße 101
Tel.: 02151-37660
Fax: 02151-376644

Isabelle Dreves

hat vom 15. 11. 2012 bis 18. 11. 2012 am internationalen Projekt

**LEMUN
(Leiden Model United Nations)**

in Leiden/Niederlande teilgenommen.

LEMUN ist eine Simulation der Vereinten Nationen (UNO) und des internationalen Strafgerichtshofes.

Die Teilnehmer haben vor Beginn des Projektes Struktur, Aufgaben und Ziele der Vereinten Nationen und der anderen politischen Organisationen erarbeitet. Sie haben sich mit politischen Gegebenheiten und Interessen verschiedener UN-Mitgliedstaaten auseinandergesetzt, aktuelle politische, wirtschaftliche und humanitäre Fragen recherchiert und in *policy statements* festgehalten.

Regeln des *formal debating* wurden eingeübt und *presentation skills* vertieft.

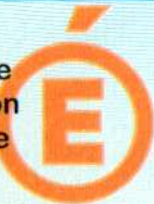
Während der Veranstaltung arbeiteten die Teilnehmer als Delegierte der verschiedenen Gremien mit Jugendlichen aus anderen europäischen und außereuropäischen Staaten in Komitees und Konferenzen zusammen, diskutierten aktuelle Themen von internationalem Belang und erarbeiteten Lösungsansätze, die in Resolutionen mündeten.

Tagungssprache und Vorbereitungssprache war Englisch.



H. Wienand, StD'

ministère
éducation
nationale



RÉPUBLIQUE FRANÇAISE
MINISTÈRE DE L'ÉDUCATION NATIONALE



DIPLÔME D'ÉTUDES EN LANGUE FRANÇAISE

DELF A2

Niveau A2 du Cadre européen commun de référence pour les langues

Le Président de la Commission nationale du DELF et du DALF atteste que :

ISABELLE DREVES

née le 12/01/1995 à KREFELD (ALLEMAGNE)

de nationalité ALLEMANDE

*a satisfait aux épreuves du diplôme d'études en langue française niveau A2,
et devient titulaire de plein droit de ce diplôme.*

Fait à Sèvres, le 01/06/2010

Le Président de la Commission nationale du DELF et du DALF

Directeur du Centre international d'études pédagogiques

n° de candidat : 049211-060231

RELEVÉ DE RÉSULTATS

Nom et prénom : DREVES ISABELLE

Nationalité : ALLEMANDE

Date et lieu de naissance : 12/01/1995 KREFELD (ALLEMAGNE)

N° de candidat : 049211-060231

Conformément aux dispositions de l'arrêté du 7 juillet 2005, le titulaire de ce diplôme a subi avec succès les épreuves constitutives du diplôme d'études en langue française niveau A2, avec les résultats suivants :

session :	2010-01-S	centre d'examen :	Düsseldorf (ALLEMAGNE)
ÉCRIT	Production	note	16,00 / 25
	Compréhension	note :	25,00 / 25
ORAL	Production	note :	19,00 / 25
	Compréhension	note :	21,00 / 25
			NOTE FINALE : 81,00 / 100

Le DELF niveau A2 est délivré à tout candidat ayant obtenu une moyenne minimale de 50 points à l'ensemble des épreuves, avec un minimum de 5 sur 25 dans chaque épreuve.

Le DELF et le DALF comportent six niveaux. Les compétences évaluées pour chaque niveau correspondent à celles décrites par le *Cadre européen commun de référence pour les langues* :

- DELF A1 et A2 : utilisateur élémentaire
- DELF B1 et B2 : utilisateur indépendant
- DALF C1 et C2 : utilisateur expérimenté

n° de diplôme : 049211-201001S-98851 GY0322