

Bachelorurkunde

Bachelor Diploma



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

Herr / Mr Kilian Jung

geboren am 05.04.1996 in Frankfurt am Main (Deutschland)

born April 05, 1996, in Frankfurt am Main (Germany)

hat am 19.04.2022 die Abschlussprüfung im Studiengang

Medien- und Wirtschaftspsychologie

mit Erfolg abgelegt.

passed the final examination of the study program

Media and Business Psychology

on April 19, 2022.

Die HMKW Hochschule für Medien, Kommunikation und Wirtschaft

verleiht ihm aufgrund dieser Prüfung den akademischen Grad

Bachelor of Arts

The HMKW University of Applied Sciences for Media, Communication and Business Administration

therefore confers upon him the degree of

Bachelor of Arts

Berlin, 19.04.2022

Der Rektor / *President of the University*

Prof. Dr. Klaus-Dieter Schulz



Bachelorzeugnis

Bachelor Certificate



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

Herr / Mr

Kilian Jung

geboren am, in
born on, in

05.04.1996, in Frankfurt am Main (Deutschland)
April 05, 1996, in Frankfurt am Main (Germany)

hat am / *passed on*

19.04.2022 / *April 19, 2022*

die Abschlussprüfung im Studiengang
the final examination of the study program

Medien- und Wirtschaftspsychologie
Media and Business Psychology

mit dem akademischen Grad
with the academic degree

Bachelor of Arts

mit folgenden Noten* bestanden:
with the following grades:*

Bachelor-Arbeit:
Bachelor's Thesis:

4,0 vier, null
4.0 four, zero

zum Thema:

Informationsbeschaffung von Streaming-Dienst-Nutzern und
(im Vergleich zu) Nutzern des klassischen Fernsehens

on the subject:

*Information gathering of streaming service users and
(compared to) users of traditional television*

Bachelor-Kolloquium:
Bachelor's Oral Examination:

1,7 eins, sieben
1.7 one, seven

Gesamtnote der Prüfung:
Overall grade of the examination:

3,3 drei, drei
3.3 three, three

Relative Note: **E**
Relative grade: **E**

Gesamtnote des Studiums:
Overall grade of the study program:

2,8 zwei, acht
2.8 two, eight

Relative Note: **E**
Relative grade: **E**

Berlin, 19.04.2022

Der Rektor / *President of the University*

Prof. Dr. Klaus-Dieter Schulz



* Notenstufen gemäß ECTS (European Credit Transfer and Accumulation System):

sehr gut: 1,0 / 1,3 | gut: 1,7 / 2,0 / 2,3 | befriedigend: 2,7 / 3,0 / 3,3 | ausreichend: 3,7 / 4,0 | nicht bestanden: 5,0

* Grades according to the ECTS (European Credit Transfer and Accumulation System):

excellent: 1.0 / 1.3 | good: 1.7 / 2.0 / 2.3 | average: 2.7 / 3.0 / 3.3 | satisfactory: 3.7 / 4.0 | failed: 5.0



Transcript of Records for Kilian Jung

Enrollment number and date

30040025 // April 1, 2017

Course of studies

Media and Business Psychology

No.	Subject of study	GER-Grade	ECTS-Credits	Failed Attempts
Pflichtbereich				
Studiengangübergreifender Kompetenzbereich				
G1	Introduction to Academic Writing and Reasoning	3,3	5	
G2	Personal and Social Skills	2,3	5	
G3	Media and Communication Studies	3,3	5	
G4	Economics	3,0	5	
G5	Interculturality	2,0	5	
G6MWP	Media Technology MWP	2,0	5	
Wahlpflichtbereich				
Wp2	Media Law	4,0	5	1
Wp3	Social Sciences	3,7	5	1
Wp5	Business English	2,0	5	
Studiengangspezifischer Kompetenzbereich				
Allgemeine Psychologie				
P1	Basic Psychology	2,3	5	2
P2	Psychological Methodology	3,3	5	
P3	Statistics I	3,0	5	
P4	Statistics II	3,0	5	
P5*	Construction of Questionnaires and Tests	1,0	5	
Medienpsychologie				
Mp1*	Foundations of Media Psychology	3,3	5	
Mp2*	Foundations of Marketing and Advertising	3,3	5	
Mp3*	Strategic Marketing and Management	1,3	5	
Mp4*	Information and Communication	1,7	5	
Mp5	Games and Digital Learning	2,0	5	
Wirtschaftspsychologie				
Wip1*	Foundations of Business Psychology	4,0	5	
Wip2*	Personality Psychology	4,0	5	1
Wip3*	Work and Organisational Psychology	4,0	5	
Wip4	Coaching and Moderation	2,7	5	
Wip5*	Psychological Market and Media Research	2,0	5	
Weitere Module und Studienabschnitte				
Wp7e-2	Projects in Media Psychology 2	1,3	5	
Wp7e-1	Projects in Media Psychology 1	1,0	5	
Wp7f-1	Projects in Business Psychology 1	3,0	5	
Rep	Revision Course	+	5	
Prkt-k	Traineeship	+	15	
Prax	Practical Paper	3,3	15	
BA-P	Bachelor Examination	3,3	10	
	BA-A Bachelor's Thesis	4,0*	10*	
	BA-K Bachelor-Kolloquium	1,7*		
			ECTS-Credits:	180 of 180
			ECTS-Credits-weighted Grade (2,7 *75%) , Bachelor Examination (3,3*25%):	2,8

| + | Passed

| * Creditpoints/grades for subtopics are shown for information only/not part of the overall grade

Frankfurt , April 20, 2022



Diploma Supplement

This Diploma Supplement model was 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 Family name(s) / 1.2 First name(s)

Jung, Kilian

1.3 Date of birth

April 05, 1996

1.4 Student identification number or code (if applicable)

30040025

2. INFORMATION IDENTIFYING THE QUALIFICATION

2.1 Name of qualification and (if applicable) title conferred (in original language)

Bachelor of Arts: B.A. Media and Business Psychology

2.2 Main field(s) of study for the qualification

Business, Media and Work- & Organisational Psychology, Statistics & Methodology, Personality Psychology & Coaching, Market & Media Research, Psychology of Marketing & Advertising, Gaming & Learning, Information & Communication

2.3 Name and status of awarding institution (in original language)

HMKW – Hochschule für Medien, Kommunikation und Wirtschaft
Hochschule für angewandte Wissenschaften (university of applied sciences)

2.4 Name and status of institution (if different from 2.3) administering studies (in original language)

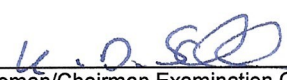
See above: paragraph 2.3

2.5 Language(s) of instruction/examination

German

Certification Date: 04/20/2022




Chairwoman/Chairman Examination Committee

3. INFORMATION ON THE LEVEL AND DURATION OF THE QUALIFICATION**3.1 Level of the qualification**

Undergraduate studies, tertiary education: ISCED-97-Level 5A, ISCED-2011-Level 6

3.2 Official duration of programme in credits and/or years

Three years (6 semesters), 180 ECTS Credit Points

30 workload hours per credit point ($30 * 180 = 5,400$ workload hours in total)

3.3 Access requirement(s)

Qualification for entrance to universities of applied sciences or equivalent *plus*

Internal assessment and admission procedure

4. INFORMATION ON THE PROGRAMME COMPLETED AND THE RESULTS OBTAINED**4.1 Mode of study**

Full-time: a total of 100 weekly hours per term (wht)

4.2 Programme learning outcomes

HMKW's Bachelor's programme 'Media and Business Psychology' conveys academic as well as practical competencies on level 6 (Bachelor) of 'Deutscher Qualifikationsrahmen' (DQR, German Qualification Framework). Its graduates have acquired a solid foundation in general psychological theories and techniques, with a special focus on knowledge and skills in the fields of Media Psychology as well as Business and Organizational Psychology.

Lessons on focal subjects and models of these two specialized fields of psychology are complemented by intense trainings in psychological methods and their applications. The primary goal is to enable the students either to seamlessly enter the psychological work force, esp. with media and business/management related assignments, or to start graduate programs in psychology and related fields.

The unique advantage of the HMKW concept is to approach cultural megatrends (mediatization, eventization, globalization etc.) both from an individual perspective (e. g. effects of the mediatization on human perception, memory or communication skills), and from an economic perspective (e. g. consequences of these megatrends for consumer behavior, advertising effectiveness, or the need to develop measures of employer branding, just to mention a few).

The program opens up job opportunities in a variety of different, multifaceted areas. It enables to work not only for media agencies, specializing in print, online, broadcast or cross-media publishing, but also in HR divisions, in marketing or market research agencies, social media marketing and gaming, in the field of psychological coaching and/or training and other business areas. The qualification profile includes working either as a self-employed consultant or as an employee of production or service related enterprises in general.

4.3 Programme details, individual credits gained and grades/marks obtained

See attachment: Transcript of Records

Certification Date: 04/20/2022




Chairwoman/Chairman Examination Committee

4.4 Grading system and, if available, grade distribution table

Absolute grading scale:

1,0 / 1,3	=	<i>excellent</i>
1,7 / 2,0 / 2,3	=	<i>very good</i>
2,7 / 3,0 / 3,3	=	<i>good</i>
3,7 / 4,0	=	<i>acceptable</i>
5,0	=	<i>insufficient, failure</i>

ECTS	1	1.3	1.7	2	2.3	2.7	3	3.3	3.7	4	4.3	5.0	6.0
UK	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	Fail	
Modularized	15 14	14 13	12	11	10	9	8	7	6	6	5	4 3 2 1 0	
USA – GPA	4	3.67	3.33	3	2.67	2.33	2	1.67	1.33	1	0.67	0.33	0

Excellent

average

failed

Relative grading scales under the terms of the ECTS (European Credit Transfer System):

A: best 10% | B: second best 25% | C: third best 30% | D: fourth best 25% | E: worst 10%

F: failure, some more work required | FX: failure, considerable more work required

4.5 Overall classification of the qualification (in original language)

2.7 – as average (Non-ECTS) grade, based arithmetically on the consecutive examinations of all modules, weighted by their respective credit points, without the Bachelor's Thesis

For final examination grades: see the "Bachelor's Certificate"

Certification Date: 04/20/2022



Chairwoman/Chairman Examination Committee

5. INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1 Access to further study

Qualifies to apply for consecutive Master's programs in:

Business, Media and Work- & Organisational Psychology, Statistics & Methodology, Personality Psychology & Coaching, Market & Media Research, Psychology of Marketing & Advertising, Gaming & Learning, Information & Communication

5.2 Access to a regulated profession (if applicable)

Entitles its holder to the legally protected professional title of

Bachelor of Arts: Medien- und Wirtschaftspsychologie

6. ADDITIONAL INFORMATION

6.1 Additional information

Integrated into the study program is an obligatory industrial placement of at least 24 weeks in the fifth semester.

6.2 Further information sources

About HMKW: <http://www.hmkw.de>

About the study program: <http://www.hmkw.de/index.php?id=175>

7. CERTIFICATION

This Diploma Supplement refers to the following original documents (date format: MM/DD/YYYY):

-- Document on the award of the academic degree: 04/19/2022

(„Urkunde über die Verleihung des Akademischen Grades“)

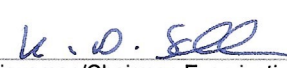
-- Certificate („Zeugnis“): 04/19/2022

-- Transcript of Records: 04/20/2022

Certification Date: 04/20/2022

(Official Stamp/Seal)




Chairwoman/Chairman Examination Committee

8. NATIONAL HIGHER EDUCATION SYSTEM

The information on the national higher education system on the following pages provides a context for the qualification and the type of higher education institution that awarded it.

8. INFORMATION ON THE GERMAN HIGHER EDUCATION SYSTEM¹

8.1 Types of Institutions and Institutional Status

Higher education (HE) studies in Germany are offered at three types of Higher Education Institutions (HEI).²

- *Universitäten* (Universities) including various specialised institutions, offer the whole range of academic disciplines. In the German tradition, universities focus in particular on basic research so that advanced stages of study have mainly theoretical orientation and research-oriented components.

- *Fachhochschulen (FH)/Hochschulen für Angewandte Wissenschaften (HAW)* (Universities of Applied Sciences, UAS) concentrate their study programmes in engineering and other technical disciplines, business-related studies, social work, and design areas. The common mission of applied research and development implies an application-oriented focus of studies, which includes integrated and supervised work assignments in industry, enterprises or other relevant institutions.

- *Kunst- und Musikhochschulen* (Universities of Art/Music) offer studies for artistic careers in fine arts, performing arts and music; in such fields as directing, production, writing in theatre, film, and other media; and in a variety of design areas, architecture, media and communication.

Higher Education Institutions are either state or state-recognised institutions. In their operations, including the organisation of studies and the designation and award of degrees, they are both subject to higher education legislation.

8.2 Types of Programmes and Degrees Awarded

Studies in all three types of institutions have traditionally been offered in integrated "long" (one-tier) programmes leading to *Diplom-* or *Magister Artium* degrees or completed by a *Staatsprüfung* (State Examination).

Within the framework of the Bologna-Process one-tier study programmes are successively being replaced by a two-tier study system. Since 1998, two-tier degrees (Bachelor's and Master's) have been introduced in almost all study programmes. This change is designed to enlarge variety and flexibility for students in planning and pursuing educational objectives; it also enhances international compatibility of studies.

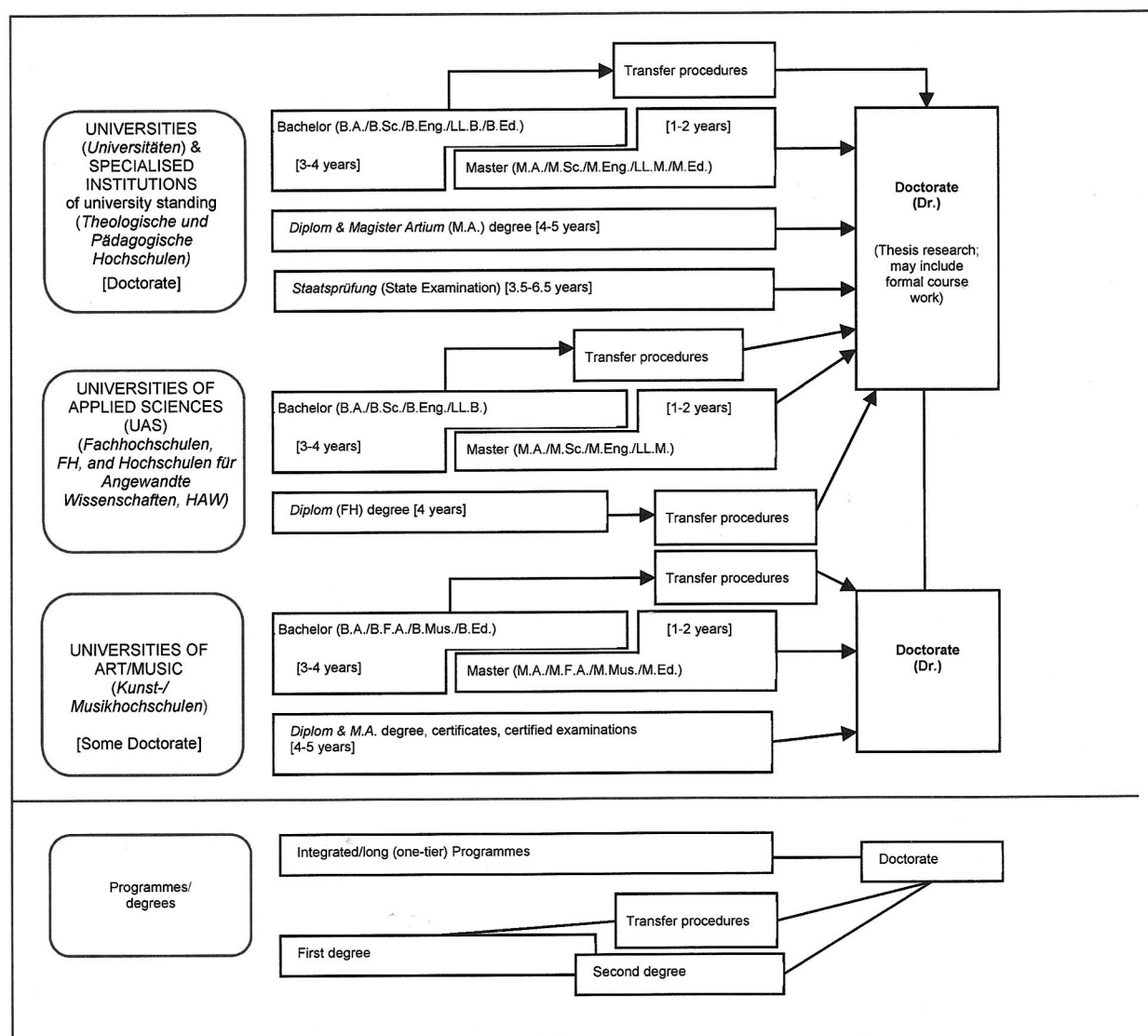
The German Qualifications Framework for Higher Education Qualifications (HQR)³ describes the qualification levels as well as the resulting qualifications and competences of the graduates. The three levels of the HQR correspond to the levels 6, 7 and 8 of the German Qualifications Framework for Lifelong Learning⁴ and the European Qualifications Framework for Lifelong Learning⁵.

For details cf. Sec. 8.4.1, 8.4.2, and 8.4.3 respectively. Table 1 provides a synoptic summary.

8.3 Approval/Accreditation of Programmes and Degrees

To ensure quality and comparability of qualifications, the organisation of studies and general degree requirements have to conform to principles and regulations established by the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany (KMK).⁶ In 1999, a system of accreditation for Bachelor's and Master's programmes has become operational. All new programmes have to be accredited under this scheme; after a successful accreditation they receive the seal of the Accreditation Council.⁷

Table 1: Institutions, Programmes and Degrees in German Higher Education



8.4 Organisation and Structure of Studies

The following programmes apply to all three types of institutions. Bachelor's and Master's study programmes may be studied consecutively, at various higher education institutions, at different types of higher education institutions and with phases of professional work between the first and the second qualification. The organisation of the study programmes makes use of modular components and of the European Credit Transfer and Accumulation System (ECTS) with 30 credits corresponding to one semester.

8.4.1 Bachelor

Bachelor's degree programmes lay the academic foundations, provide methodological competences and include skills related to the professional field. The Bachelor's degree is awarded after 3 to 4 years.

The Bachelor's degree programme includes a thesis requirement. Study programmes leading to the Bachelor's degree must be accredited according to the Interstate study accreditation treaty.⁸

First degree programmes (Bachelor) lead to Bachelor of Science (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.), Bachelor of Music (B.Mus.) or Bachelor of Education (B.Ed.).

The Bachelor's degree corresponds to level 6 of the German Qualifications Framework/ European Qualifications Framework.

8.4.2 Master

Master is the second degree after another 1 to 2 years. Master's programmes may be differentiated by the profile types "practice-oriented" and "research-oriented". Higher Education Institutions define the profile. The Master's degree programme includes a thesis requirement. Study programmes leading to the Master's degree must be accredited according to the Interstate study accreditation treaty.⁹

Second degree programmes (Master) lead to Master of Science (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (LL.M.), Master of Fine Arts (M.F.A.), Master of Music (M.Mus.) or Master of Education (M.Ed.). Master's programmes which are designed for continuing education may carry other designations (e.g. MBA).

The Master's degree corresponds to level 7 of the German Qualifications Framework/ European Qualifications Framework.

8.4.3 Integrated "Long" Programmes (One-Tier): Diplom degrees, Magister Artium, Staatsprüfung

An integrated study programme is either mono-disciplinary (*Diplom* degrees, most programmes completed by a *Staatsprüfung*) or comprises a combination of either two major or one major and two minor fields (*Magister Artium*). The first stage (1.5 to 2 years) focuses on broad orientations and foundations of the field(s) of study. An Intermediate Examination (*Diplom-Vorprüfung* for *Diplom* degrees; *Zwischenprüfung* or credit requirements for the *Magister Artium*) is prerequisite to enter the second stage of advanced studies and specialisations. Degree requirements include submission of a thesis (up to 6 months duration) and comprehensive final written and oral examinations. Similar regulations apply to studies leading to a *Staatsprüfung*. The level of qualification is equivalent to the Master's level.

- Integrated studies at *Universitäten* (U) last 4 to 5 years (*Diplom* degree, *Magister Artium*) or 3.5 to 6.5 years (*Staatsprüfung*). The *Diplom* degree is awarded in engineering disciplines, the natural sciences as well as economics and business. In the humanities, the corresponding degree is usually the *Magister Artium* (M.A.). In the social sciences, the practice varies as a matter of institutional traditions. Studies preparing for the legal, medical and pharmaceutical professions are completed by a *Staatsprüfung*. This applies also to studies preparing for teaching professions of some *Länder*.

The three qualifications (*Diplom*, *Magister Artium* and *Staatsprüfung*) are academically equivalent and correspond to level 7 of the German Qualifications Framework/European Qualifications Framework.

They qualify to apply for admission to doctoral studies. Further prerequisites for admission may be defined by the Higher Education Institution, cf. Sec. 8.5.

- Integrated studies at *Fachhochschulen* (FH)/*Hochschulen für Angewandte Wissenschaften* (HAW) (Universities of Applied Sciences, UAS) last 4 years and lead to a *Diplom* (FH) degree which corresponds to level 6 of the German Qualifications Framework/European Qualifications Framework.

Qualified graduates of FH/HAW/UAS may apply for admission to doctoral studies at doctorate-granting institutions, cf. Sec. 8.5.

- Studies at *Kunst- und Musikhochschulen* (Universities of Art/Music etc.) are more diverse in their organisation, depending on the field and individual objectives. In addition to *Diplom/Magister* degrees, the integrated study programme awards include certificates and certified examinations for specialised areas and professional purposes.

8.5 Doctorate

Universities as well as specialised institutions of university standing, some of the FH/HAW/UAS and some Universities of Art/Music are doctorate-granting institutions. Formal prerequisite for admission to doctoral work is a qualified Master's degree (UAS and U), a *Magister* degree, a *Diplom*, a *Staatsprüfung*, or a foreign equivalent. Comparable degrees from universities of art and music can in exceptional cases (study programmes such as music theory, musicology, pedagogy of arts and music, media studies) also formally qualify for doctoral work. Particularly qualified holders of a Bachelor's degree or a *Diplom* (FH) degree may also be admitted to doctoral studies without acquisition of a further degree by means of a procedure to determine their aptitude. The universities respectively the doctorate-granting institutions regulate entry to a doctorate as well as the structure of the procedure to determine aptitude. Admission further requires the acceptance of the Dissertation research project by a professor as a supervisor.

The doctoral degree corresponds to level 8 of the German Qualifications Framework/ European Qualifications Framework.

8.6 Grading Scheme

The grading scheme in Germany usually comprises five levels (with numerical equivalents; intermediate grades may be given): "*Sehr Gut*" (1) = Very Good; "*Gut*" (2) = Good; "*Befriedigend*" (3) = Satisfactory; "*Ausreichend*" (4) = Sufficient; "*Nicht ausreichend*" (5) = Non-Sufficient/Fail. The minimum passing grade is "*Ausreichend*" (4). Verbal designations of grades may vary in some cases and for doctoral degrees. In addition, grade distribution tables as described in the ECTS Users' Guide are used to indicate the relative distribution of grades within a reference group.

8.7 Access to Higher Education

The General Higher Education Entrance Qualification (*Allgemeine Hochschulreife, Abitur*) after 12 to 13 years of schooling allows for admission to all higher educational studies. Specialised variants (*Fachgebundene Hochschulreife*) allow for admission at *Fachhochschulen* (FH)/*Hochschulen für Angewandte Wissenschaften* (HAW) (UAS), universities and equivalent higher education institutions, but only in particular disciplines. Access to study programmes at *Fachhochschulen* (FH)/*Hochschulen für Angewandte Wissenschaften* (HAW) (UAS) is also possible with a *Fachhochschulreife*, which can usually be acquired after 12 years of schooling. Admission to study programmes at Universities of Art/Music and comparable study programmes at other higher education institutions as well as admission to a study programme in sports may be based on other or additional evidence demonstrating individual aptitude.

Applicants with a qualification in vocational education and training but without a school-based higher education entrance qualification are entitled to a general higher education entrance qualification and thus to access to all study programmes, provided they have obtained advanced further training certificates in particular state-regulated vocational fields (e.g. *Meister/Meisterin im Handwerk, Industriemeister/in, Fachwirt/in* (IHK), *Betriebswirt/in* (IHK) und (HWK), *staatlich geprüfte/r Techniker/in*, *staatlich geprüfte/r Betriebswirt/in*, *staatlich geprüfte/r Gestalter/in*, *staatlich geprüfte/r Erzieher/in*). Vocationally qualified applicants can obtain a *Fachgebundene Hochschulreife* after completing a state-regulated vocational education of at least two years' duration plus professional practice of normally at least three years' duration, after having successfully passed an aptitude test at a higher education institution or other state institution; the aptitude test may be replaced by successfully completed trial studies of at least one year's duration.¹⁰ Higher Education Institutions may in certain cases apply additional admission procedures.

8.8 National Sources of Information

- Kultusministerkonferenz (KMK) [Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany]; Graurheindorfer Str. 157, D-53117 Bonn; Phone: +49[0]228/501-0; www.kmk.org; E-Mail: hochschulen@kmk.org
- Central Office for Foreign Education (ZAB) as German NARIC; www.kmk.org; E-Mail: zab@kmk.org
- German information office of the *Länder* in the EURYDICE Network, providing the national dossier on the education system; www.kmk.org; E-Mail: Eurydice@kmk.org
- Hochschulrektorenkonferenz (HRK) [German Rectors' Conference]; Leipziger Platz 11, D-10117 Berlin, Phone: +49 30 206292-11; www.hrk.de; E-Mail: post@hrk.de
- "Higher Education Compass" of the German Rectors' Conference features comprehensive information on institutions, programmes of study, etc. (www.higher-education-compass.de)

¹ The information covers only aspects directly relevant to purposes of the Diploma Supplement.

² *Berufsakademien* are not considered as Higher Education Institutions, they only exist in some of the *Länder*. They offer educational programmes in close cooperation with private companies. Students receive a formal degree and carry out an

apprenticeship at the company. Some *Berufsakademien* offer Bachelor courses which are recognised as an academic degree if they are accredited by the Accreditation Council.

³ German Qualifications Framework for Higher Education Degrees. (Resolution of the Standing Conference of the Ministers of Education

-
- and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 16 February 2017).
- 4 German Qualifications Framework for Lifelong Learning (DQR). Joint resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany, the German Federal Ministry of Education and Research, the German Conference of Economics Ministers and the German Federal Ministry of Economics and Technology (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 15 November 2012). More information at www.dqr.de
- 5 Recommendation of the European Parliament and the European Council on the establishment of a European Qualifications Framework for Lifelong Learning of 23 April 2008 (2008/C 111/01 – European Qualifications Framework for Lifelong Learning – EQF).
- 6 Specimen decree pursuant to Article 4, paragraphs 1 – 4 of the interstate study accreditation treaty (Resolution of the Standing

- Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 7 December 2017).
- 7 Interstate Treaty on the organization of a joint accreditation system to ensure the quality of teaching and learning at German higher education institutions (Interstate study accreditation treaty) (Decision of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 8 December 2016), Enacted on 1 January 2018.
- 8 See note No. 7.
- 9 See note No. 7.
- 10 Access to higher education for applicants with a vocational qualification, but without a school-based higher education entrance qualification (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 6 March 2009).

DIPLOM

KILIAN JUNG

Geb.: 05.04.1996

hat den Ausbildungsgang

GAMEDESIGNER/IN

besucht und **mit Erfolg** abgeschlossen.

Folgende Einzelkurse wurden besucht:

Motiondesigner/in	April 2016 - September 2016	72 %
Computergrafiker/in	Oktober 2015 - März 2016	81 %
Interactive Media Designer/in	Oktober 2015 - März 2016	78 %
3D-Designer/in	April 2016 - September 2016	88 %

Gesamtergebnis: 79,7 %


Frankfurt, 28.09.2016

Standortleitung - Florian Baum




Eichenau, 28.09.2016

Geschäftsführer - Rüdiger J. Veith

ZERTIFIKAT

KILIAN JUNG

Geb.: 05.04.1996

hat von April 2016 bis September 2016

den Deutsche POP-Kurs

MOTIONDESIGNER/IN

besucht und mit Erfolg abgeschlossen.

Bewertung	Gewichtung	Ergebnis
Referat	10 %	93 %
Aufgaben	15 %	51,7 %
Zwischenprüfung	20 %	65,3 %
Abschlussprüfung	25 %	80,2 %
Projektarbeit	30 %	72 %

Gesamtergebnis: 72 %

Frankfurt, 27.09.2016

Standortleitung - Florian Baum



Eichenau, 27.09.2016

Geschäftsführer - Rüdiger J. Veith

ZERTIFIKAT

KILIAN JUNG

Geb.: 05.04.1996

hat von Oktober 2015 bis März 2016

den Deutsche POP-Kurs

COMPUTERGRAFIKER/IN

besucht und mit Erfolg abgeschlossen.

Bewertung	Gewichtung	Ergebnis
Referat	10 %	80 %
Aufgaben	15 %	91,3 %
Zwischenprüfung	20 %	83,5 %
Abschlussprüfung	25 %	88 %
Projektarbeit	30 %	70 %

Gesamtergebnis: 81 %



Frankfurt, 16.03.2016
Standortleitung - Florian Baum



Eichenau, 16.03.2016
Geschäftsführer - Rüdiger J. Veith

ZERTIFIKAT

KILIAN JUNG

Geb.: 05.04.1996

hat von Oktober 2015 bis März 2016

den Deutsche POP-Kurs

INTERACTIVE MEDIA DESIGNER/IN

besucht und mit Erfolg abgeschlossen.

Bewertung	Gewichtung	Ergebnis
Referat	10 %	71 %
Aufgaben	15 %	73 %
Zwischenprüfung	20 %	75 %
Abschlussprüfung	25 %	69 %
Projektarbeit	30 %	91 %

Gesamtergebnis: 78 %



Frankfurt, 12.05.2016
Standortleitung - Florian Baum



Eichenau, 12.05.2016
Geschäftsführer - Rüdiger J. Veith

DEUTSCHEPOP

ZERTIFIKAT

KILIAN JUNG

Geb.: 05.04.1996

hat von April 2016 bis September 2016
den Deutsche POP-Kurs

3D-DESIGNER/IN

besucht und mit Erfolg abgeschlossen.

Bewertung	Gewichtung	Ergebnis
Referat	10 %	89 %
Aufgaben	15 %	89 %
Zwischenprüfung	20 %	78 %
Abschlussprüfung	25 %	82,1 %
Projektarbeit	30 %	100 %

Gesamtergebnis: 88 %


Frankfurt, 27.09.2016
Standortleitung - Florian Baum




Eichenau, 27.09.2016
Geschäftsführer - Rüdiger J. Veith

Zeugnis

Herr Kilian Jung, geboren am 05.04.1996 in Frankfurt Höchst, war in der Zeit vom 01.04.2019 bis zum 06.09.2019 als Praktikant in unserem Bereich Unternehmenskommunikation beschäftigt.

Der Praktikanteneinsatz umfasste im Wesentlichen folgende Inhalte:

- Arbeit mit dem Content Management System First Sprit für mehrere Infraserv-Internetportale: z.B. Einstellen von Artikeln, Bildredaktion, Einarbeiten einer neuen Kollegin
- Social Media: Vorbereitung einer Präsentation zur Vorbereitung eines neuen Instagram-Unternehmenskanals; Recherche und Vorformulierung von Posts; Recherche Social Media-Tools sowie Evaluation von Kanälen
- Verfassen von Kurzmeldungen
- Bildrecherche und -Bearbeitung
- Diverse Recherchen und Arbeiten an unseren Online-Portalen, u.a. Erweiterung der Berechtigungen
- Verfassen und Aktualisierung von Anleitungen zur Verwendung von technischen Tools
- Auswertungen publizierter Texte (Aufrufzahlen Insite)
- Mithilfe bei der Erstellung des Infraserv-Medienspiegels
- Mithilfe bei der Vorbereitung von Veranstaltungen

Herr Jung zeigte ein hohes Interesse an den betrieblichen Arbeitsabläufen und hat die Abteilung gut unterstützt.

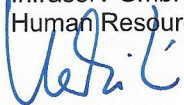
Er überzeugte stets durch seine hohe Leistungsbereitschaft. Die ihm übertragenen Aufgaben erledigte Herr Jung stets zuverlässig und gewissenhaft. Er konnte vorhandene Kenntnisse und Fähigkeiten sicher in die Praxis übertragen.

Die Zusammenarbeit mit Vorgesetzten und Kollegen war angenehm, seine Führung einwandfrei. Er war hilfsbereit, freundlich und vertrauenswürdig.

Wir bedanken uns bei Herrn Jung für sein Interesse und wünschen ihm für seinen weiteren Lebensweg alles Gute.

Frankfurt am Main,
06.09.2019

Infraserv GmbH & Co. Höchst KG
Human Resources



Vakirtzi
Referentin HR Services

Arbeitszeugnis

Herr Kilian Jung, geboren am 05.04.1996 in Frankfurt am Main, war vom 01.04.2023 bis 31.03.2024 in unserem Unternehmen als Content Marketing Manager beschäftigt.

Die IndustryArena GmbH mit Sitz in Langenfeld unterstützt auf dem Onlineportal IndustryArena.com namhafte Hersteller aus der Fertigungsindustrie bei ihrer Präsentation im Zielgruppenmarkt. Als Full-Service-Agentur gliedert sich das Leistungsspektrum der IndustryArena GmbH in drei Bereiche: Internetdienstleister für digitale Kommunikation in der Industrie, Beratungsagentur für Social Media und Fachverlag für digitale Publikationen.

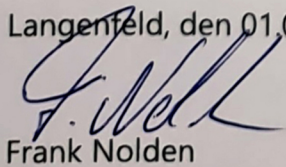
Das Aufgabengebiet von Herrn Jung umfasste die folgenden Tätigkeiten:

- Veröffentlichung von Beiträgen auf Social-Media-Plattformen mittels Hootsuite
- Erstellung und Monitoring von Paid Ads auf allen gängigen Social Media Portalen
- Unterstützung bei der Erstellung der monatlichen Newslettern
- Erstellen von E-Mail-Vorlagen in HTML (insb. Für Newsletter)
- Mitarbeit an der Erstellung von Presseartikeln
- Erstellung und Befüllung von Showrooms im Content-Management-System
- Kundensupport in Verbindung der Showroom Betreuung und Tickets in Helpdesk
- Nutzung der Projektmanagement-Software Jira (Ticket-Erstellung)
- Bildbearbeitung für verschiedene Content-Formen
- Schnitt und Bearbeitung von Videos (insb. Interviews)
- Erstellen von Tutorial-Videos und Anleitungen
- Unterstützung und Durchführung von Webinaren und Online-Events (Zoom und GoToWebinar)
- Technische Unterstützung bei Messeorganisation

Wir haben Herrn Jung als einen hochmotivierten Mitarbeiter kennengelernt, der zielstrebig seine gesetzten Ziele realisierte. Die ihm übertragenen Aufgaben erledigte er zu unserer vollsten Zufriedenheit. Durch seine ausgeprägte leistungs- und ergebnisorientierte Auffassungsgabe überblickte er auftretende Probleme und löste sie schnell und erfolgreich. Sein Arbeitsstil war geprägt durch eine sorgfältige, strategische Planung und Systematik. Seine Arbeitsergebnisse waren stets von sehr guter Qualität.

Sein Verhalten gegenüber Vorgesetzten, KollegInnen, Kunden und Kooperationspartnern war stets hervorragend. Durch seine unkomplizierte und aufgeschlossene Art fügte er sich sehr gut ins Team ein. Herr Jung verlässt unser Unternehmen zum 31.03.2024 aufgrund einer auf ein Jahr befristeten Anstellung. Wir bedanken uns für die exzellente Mitarbeit. Für die Zukunft wünschen wir ihm weiterhin viel Erfolg und persönlich alles Gute!

Langenfeld, den 01.04.2024



Frank Nolden

Geschäftsleitung, IndustryArena GmbH