



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

Gil Vieira Miranda

born on 21 April 1997 in Mönchengladbach, Germany

successfully completed the exams of the Bachelor's Degree programme

Marketing Management

(registered name: **Commerciële Economie**)

in the year 2021.

The graduate is authorised to use the degree
Bachelor of Science.

The examination, which covered the subjects as mentioned overleaf, was conducted in virtue of the Education and Examination Regulation as laid down by the Executive 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: September, 2020.

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

VENLO, 22 February 2021

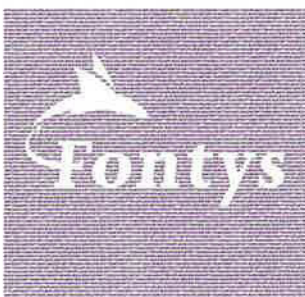
The Examination Board:

Chair:
N.H.J.M. Peeters

Secretary:
Prof. Dr. D. Wörmann

The candidate:

3160483-2021-3-002032



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

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

Last name(s) : Vieira Miranda
First name(s) : Gil
Date of birth (day/month/year) : 21/04/1997
Date of qualification : 22 February 2021
Student identification number : 3160483
Certificate identification number : 3160483-2021-3-002032

	Subject name	Subject name in English
Minor	E-preneurship E-commerce & E-fulfilment	E-preneurship E-commerce & E-fulfilment

Course components

Code	Subject name	Subject name in English	Date	Grades	ECTS
	<u>Propaedeutic phase</u>	<u>Propaedeutic phase</u>			
P01MD16	Project Organisation of Businesses	Project Organisation of Businesses	08/12/2016	5.5	5
P02MD16	Marketing Processes	Marketing Processes	19/12/2016	6.9	5
P03MD16	Accounting	Accounting	25/01/2017	6.0	5
P04MD16	International Business/Costs	International Business/Costs	23/12/2016	6.1	5
P05MD16	Business Mathematics	Business Mathematics	01/02/2017	6.9	5
P06MD16	Business English I	Business English I	11/01/2018	6.2	2
P07MD16	Foreign Language I Dutch	Foreign Language I Dutch	19/01/2017	5.8	2
P08MD16	Study Career Management	Study Career Management	19/06/2017	PA	2
P09MD16	Project Business Plan	Project Business plan	26/06/2017	7.3	5
P10MD16	Marketing Analysis	Marketing Analysis	06/06/2017	7.0	6
P11MD16	Economic Research	Economic Research	29/06/2017	6.6	5
P12MD16	Economics I	Economics	09/06/2017	7.5	5
P13MD16	Social and Communication Skills	Social and Communication Skills	13/06/2017	6.3	2
P14MD16	Business English II	Business English II	25/11/2017	6.0	2
P15MD16	Foreign Language II Dutch	Foreign Language II Dutch	26/06/2017	6.2	2
P16MD16	Law	Law	15/06/2017	9.3	2
	<u>Main Phase</u>	<u>Main Phase</u>			
H01MD16	Statistics	Statistics	15/01/2018	5.9	4
H02MD16	E-Marketing	E-Marketing	13/03/2018	8.9	4
H03MD16	Strategic Marketing	Strategic Marketing	20/06/2018	5.6	5
H04MD16	Foreign Language III	Foreign Language III	23/02/2018	5.6	2
H05MD16	Brand Management	Brand Management	11/06/2018	5.8	5
H06MD16	Sustainable Innovation	Sustainable Innovation	12/07/2019	6.2	3
H07MD16	Business English III	Business English III	03/07/2018	7.3	3
H08_16	Mini Company	Mini Company	01/06/2018	6.6	8
H09MD16	Marketing Controlling	Marketing Controlling	13/06/2018	7.2	4
H10MD16	Marketing Synthesis	Marketing Synthesis	19/06/2018	8.5	4
H11MD16	Marketing Research	Marketing Research	11/07/2017	7.6	3
H12MD16	Foreign Language IV	Foreign Language IV	16/07/2018	6.0	2
H13MD16	Consumer Behaviour	Consumer Behaviour	06/01/2020	6.3	4
H14MD16	Economics II	Economics II	14/06/2018	7.5	3
H15MD16	SPSS	SPSS	21/06/2018	5.5	3
H17_IM	Internship	Internship	12/02/2019	PA	20
H18MD16	Business English IV	Business English IV	21/06/2018	6.7	3
H19_IM	Business Research	Business Research	15/04/2019	5.9	10

3160483-2021-3-002032

Student : Vieira Miranda, Gil
Student number : 3160483

RE: Average grade

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

6,6

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

Venlo, 1 March 2021

**The average grade of phases II and III is calculated by weighing the credits multiplied by the obtained grades per modul (including the Work Placement and the Graduation Assignment), divided by the number of credits. This only applies to minors graded from 1 to 10. Moduls graded as "passed" (new code 'PA' or old code 'V') and exemptions are not included in the calculation of the average grade.*

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 **Last name(s)** : Vieira Miranda
 1.2 **First name(s)** : Gil
 1.3 **Date of birth** : 21 April 1997
 1.4 **Student identification number / code** : 3160483

2. Information identifying the qualification

- 2.1 **Name of qualification and (if applicable) title conferred (in original language):**
 Getuigschrift Hoger Beroepsonderwijs (Degree Certificate of Higher Professional Education);
 Degree: Bachelor of Science;
 Nationally accepted title: Baccalaureus (bc)
 2.2 **Main field(s) of study of the qualification:**
 Commerciële Economie (Marketing Management), registered in the "Centraal register opleidingen hoger onderwijs" (CROHO) Central Register of Higher Education Study Programmes; Registration No. 34402.
 2.3 **Name and status of awarding institution (in original language):**
 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 (if different from 2.3) administering studies (in original language):**
 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/examination:**
 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 duration of programme in credits and/or years:**
 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 the command of the English language should be at Proficiency level [e.g. TOEFL 550 (paper) or IELTS 6.0].

4. Information on the programme completed and the results obtained

- 4.1 **Mode of study:**
 Full-time, including work placements and / or research

4.2 Programme learning outcomes:

A graduate of Marketing Management 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 an Exam. This is a written or oral test in one subject. Exams 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, individual credits gained and grades/marks obtained (if this information is available in an official transcript this should be used here):

The first year of every programme is referred to as the propaedeutic phase, 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 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 system and, if available, grade distribution table:

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	Uitmuntend	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	Zeer onvoldoende	ZO	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

Grade Distribution Table

Study programme: Bachelor Marketing Management , register number 34402					
Reference group: 3 previous academic years 2016-2017 - 2018-2019, number of passing grades: 27213					
Fontys School: Fontys International Business School					
Grade:	5.5-6.4	6.5-7.4	7.5-8.4	8.5-9.4	9.5-10
%	30.0%	29.0%	26.0%	13.0%	2.0%
Cum. %	100.0%	70.0%	41.0%	15.0%	2.0%

See: <https://www.fontys.nl/GradeDistribution> for information on the Grade Distribution at Fontys Hogescholen.

4.5 Overall classification of the qualification (in original language):

met goed gevolg (Successfully)

5. Information on the function of the qualification

5.1 Access to further study:

The Degree Certificate Higher Education gives access to several types of further study: Shortened university study programmes leading to the university Certificate; 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 10 September 2020.

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 : 22 February 2021

7.2 Signature :



7.3 Capacity : N.H.J.M. Peeters ; Chair of the Examination Board

7.4 Official stamp or seal :

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

Praktikumszeugnis

Herr Gil Vieira Miranda, geboren am 21.04.1997, war vom 15.10.2020 bis zum 14.04.2021 in der Abteilung Marketing als Praktikant im Bereich Digital-Marketing in unserem Unternehmen tätig.

Das Unternehmen Saint-Gobain Weber GmbH gehört weltweit zu den führenden Anbietern von Bauprodukten. In Deutschland bieten wir passende Lösungen für jeden Anwendungsbereich - sei es für Fassade, Wand, Boden, Fliesenverlegung oder Bautenschutz.

Das Aufgabengebiet von Herrn Vieira Miranda umfasste im Wesentlichen:

- Datenaufbereitung, -übertragung und -pflege
- Unterstützung bei der Einführung eines neuen Produktinformationsmanagements
- Erstellung von Marketingdokumenten und Präsentationen
- Recherche von Informationen

Herr Vieira Miranda hat sich in der Abteilung innerhalb von kürzester Zeit ein gutes Fachwissen angeeignet. Während des Praktikums nahm er stets mit sehr großem Erfolg an den innerbetrieblich angebotenen Weiterbildungsmaßnahmen teil.

Er hat eine gute Auffassungsgabe, die es ihm jederzeit ermöglichte, auch sehr komplexe Praktikumsinhalte innerhalb kurzer Zeit tadellos zu erfassen.

Herr Vieira Miranda zeigte fortwährend hohe Eigeninitiative und identifizierte sich absolut vortrefflich mit seinen Aufgaben und unserem Unternehmen, wobei er auch durch seine vorbildliche Einsatzfreude überzeugte.

Herr Vieira Miranda zeichnete sich während des gesamten Praktikums durch eine ausgesprochen hohe, sehr gute Lernbereitschaft aus. Auch in Situationen mit größtem Arbeitsaufkommen erwies er sich dauerhaft als außergewöhnlich belastbar.

Wegen seiner sehr umsichtigen und jederzeit in hohem Maße verantwortungsbewussten Arbeitsweise war er von uns überaus geschätzt. Herr Vieira Miranda war in ganz besonders hohem Maße zuverlässig.

Für alle auftretenden Probleme fand er ausnahmslos gute Lösungen. Die während des Praktikums gezeigten Leistungen von Herrn Vieira Miranda haben uneingeschränkt unsere volle Anerkennung gefunden.

Er wurde wegen seines stets freundlichen und ausgeglichenen Wesens allseits sehr geschätzt. Er war immer hilfsbereit, zuvorkommend und stellte, falls erforderlich, auch persönliche Interessen zurück. Sein Verhalten zu Vorgesetzten, Ausbildern, Kollegen sowie Kunden war ausnahmslos vorbildlich und loyal.

Wir bedanken uns bei Herrn Vieira Miranda für die gute und angenehme Mit- und Zusammenarbeit. Wir freuen uns, wenn das Praktikum ihn in seinem Berufswunsch bestärkt und für die Zukunft motiviert hat, da wir ihn für den gewählten Beruf für gut geeignet halten.

...

Seite 2 zum Praktikumszeugnis Herr Vieira Miranda

Für die Zukunft wünschen wir Herrn Vieira Miranda beruflich und privat weiterhin viel Erfolg und alles Gute.

Düsseldorf, 14.04.2021

Saint-Gobain Weber GmbH



Markus Faßbender
Personalleiter Mitte



Lisa Böhm
Leiterin Digitalmarketing



ARBEITSZEUGNIS

Herr Gil Miranda, geboren am 21. April 1997, war vom 1. März 2019 bis zum 31. Dezember 2019 als Werkstudent im Bereich Strategie in unserer Agentur erfolgreich tätig.

Die Kontrast Communication Services GmbH ist eine inhabergeführte Lösungsagentur. Wir nutzen alle erforderlichen Möglichkeiten, Methoden und Mittel, um die Business-Probleme und Herausforderungen unserer Kunden zu analysieren und in innovative, maßgeschneiderte, herausragende Lösungen zu übersetzen. Dabei setzt Kontrast auf agile Arbeitsweisen und Strukturen.

Herr Miranda hat dabei Einblicke in den vielseitigen Tätigkeitsbereich einer Agentur erhalten und im Bereich der Strategie verschiedene Aufgaben und Projekte übernommen:

- Mitarbeit an:
- der Social Media Strategie des Kunden KEUCO
- der Zielgruppenanalyse für den Kunden ERGO
- der Verkaufsförderung des Kunden Radeberger
- der Ausschreibung von der AOK
- der Verbesserung der Zusammenarbeit mit dem Handel für den Kunden Knauf
- Vor- und Nachbearbeitung diverser Workshops
- Recherche und Informationsbeschaffung für diverse Kundenprojekte
- Erfassung und Verarbeitung der gesammelten Informationen
- Vorschläge für weiteres Vorgehen und gemeinsame Absprache
- Teilnahme an themenbezogene Meetings

Herr Miranda arbeitete sich nach kurzer Einweisung größtenteils selbstständig in die ihm gestellten Aufgaben ein. Er zeichnete sich durch großes Interesse an den ihm anvertrauten Arbeiten aus und setzte sie stets zu unserer vollsten Zufriedenheit um.

Er war sehr engagiert, zuverlässig und für alles Neue sehr aufgeschlossen. Sein Verhalten gegenüber Vorgesetzten, Kolleginnen und Kollegen sowie Kundinnen und Kunden war stets vorbildlich und sehr freundlich.

Herr Miranda verlässt unser Unternehmen mit dem heutigen Tage, da er aufgrund seines Studiums ein weiteres Praktikum in einem anderen Unternehmen absolvieren muss. Wir bedanken uns bei Gil Miranda für seine Unterstützung und die sehr angenehme Zusammenarbeit und wünschen ihm für den weiteren Studium-, Berufs- und Lebensweg alles erdenklich Gute und weiterhin viel Erfolg.

Düsseldorf, den 31. Dezember 2019



Kontrast Communication Services GmbH
Martin Tückmantel
- Partner & Human Resources Director -

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AGB www.kontrast.de/agb **STADTSPARKASSE DÜSSELDORF** IBAN DE82 3005 0110 1006 5766 62, BIC DUSDEDDXXX **NATIONAL-BANK**
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