

## How can I get credits for Elements of AI, which has already been credited within another marketing course?

This is an unorthodox procedure that is only possible because: 1) the MOOC was pass/fail and did not affect the grade, 2) the offered alternative was already available as an alternative in the course, and 3) the head of subject is prepared to take on the additional work of approving the compensation and consequent transfer of credits. Permission has been obtained from the Study Office.

**This offer is available only until 30.9.2021.**

### **Background**

When we created 23222-E Introduction to AI in Marketing (Master course) and 23145-E Fundamentals of AI and Digital marketing (bachelor course) it was necessary to include the Elements of AI MOOC in both in order to quickly roll out the courses. Throughout the year, I have been aware of how difficult it is for students to decide whether they should take the course and consequently lose the possibility of using Elements of AI to get additional 2 credits for the MOOC to fill up other credit requirements at Hanken. I have struggled to come up with a solution. In the courses next Academic year, the problem has been solved by: 1) requiring that the Elements of AI course is passed, but it is not included in the course credits, and 2) adding content to the course to compensate for the loss of the MOOC in the course credits.

I realise that students who have taken our courses when the MOOC was included in course credits will be disappointed that they cannot get additional credits for it. One cannot get credits for the same performance (Swedish: prestation) twice. However, I have come up with a solution which gives everyone the opportunity to 'free up' the MOOC credits by compensating for it post-hoc. This procedure is explained next.

### **How can I obtain the credits?**

Since I'm the examiner of both courses and I am also the person who accepts or rejects transfers of credits in the subject of Marketing, only I can accept your application to free up the Elements of AI credits (2cr). The following pertains:

- 1) You need to take the follow-up course: Building AI (<https://buildingai.elementsofai.com/>).

To compensate for the Elements of AI MOOC you need a screenshot of having passed the 17 basic exercises with a minimum of 75% in Building AI. This has been accomplished by other students, so I know that this is possible, but not still not easy

Since you do not get an official certificate (unless you pass the credits threshold), it is important that the **screenshot includes your first name** (the MOOC is built so that only your first name is shown in the screenshot) and that you write **an additional one-page learning diary** (essay) on the Building AI MOOC. The essay should include a discussion of what you learned from the MOOC and how you can use that knowledge in marketing practice in current or future work. Both need to be approved. **You need to combine the screenshot and the learning diary into one pdf file.** This is due to current upload restrictions in transfer of credits.

Why do we not require a formal certificate of credits? The Building AI course has two levels of difficulty, which, if completed, give a certificate worth 1 or 2 credits. To get either credits you need experience of programming, which most of our students do not have (we encourage you to learn basics!). For this reason, you are not required to get a certificate with credits for the course. If you do get a certificate with credits, you can transfer those credits to Hanken as well.

**This summer** is an excellent opportunity for you to perform the Building AI course and write the learning diary!

**Deadline for compensating and transferring credits is 30.9.2021.**

2) When you have completed the above, go to the Hanken web, **transfer of credits and fill in:** <https://forma.hanken.fi/lomakkeet/1526/lomakkeet.html>

- **Procedure in the application:**

- **Choose** subject of Marketing
- **Upload** 1) the Elements of AI MOOC certificate, and 2) the **combined file** of the screenshot of having passed 17 basic exercises with a minimum of 75% in Building AI, and the learning diary.
- Write in a suitable open space that **Veronica Liljander** will approve the application.

Only complete applications of transfer are approved.

Kind regards,

*Veronica Liljander*

Veronica Liljander

Head of Subject Marketing