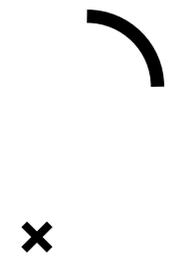
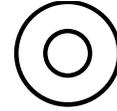
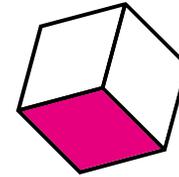


Marketing Management



WELCOME
to the Open Day!





YES,

but marketing
is much more
than just
advertising!



amazon.com

MARKETING
par excellence





Marketing Process:



Marketing Analysis

Definition of Marketing Objectives

Derivation of Marketing Strategies

Use of Marketing Instruments

Marketing Controlling

Which
SKILLS will you
develop?

×



- Teamwork
- (intercultural) Communication
- Language skills
- Presentation
- Project Management
- Analysis



What
do we expect
from you?

×

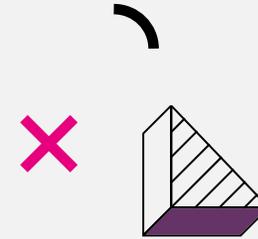


- Communicative
- Team worker vs independent worker
- Proactive
- Reflective
- Passionate





Future **JOB** prospects:



- Marketing Assistant, Marketing Manager
- (Junior) Product Manager, Brand Manager
- (Junior) Account Manager
- PR Manager
- Media Consultant
- Market Researcher
- Online Marketer
- Social Media Manager



Partner
COMPANIES





Typical
for this
**STUDY
PROGRAMME**

- Focus on marketing right from the start
- Set up marketing plan
- Design online marketing campaigns
- Cross-border lecturing team
- Own student association IMagine

Curriculum – Semester 1 to 4

Semester 1	Semester 2	Semester 3	Semester 4
Marketing Process I Marketing Introduction & Marketing Analysis	Marketing Process II Marketing Objectives & Marketing Strategy	Marketing Process III Product & Branding	Marketing Process V Price & Distribution
Marketing Project I Project I: Macro Environment Analysis	Marketing Project II Project II: Market-Analysis	Marketing Process IV Communication	Marketing Process VI Marketing-Controlling
Marketing Specials I Consumer Behavior	Marketing Specials I Online-Marketing	Marketing Project III Qualitative Analysis	Marketing Project IV (Company-) Research Project
Marketing Skills I Creativity & Presentation	Marketing Skills I Design Thinking	Marketing Specials III E-Business	Marketing Specials IV Marketing-Focus (Retail, B2B, Sales)
Business & Economics I General Economic Basics I	Business & Economics II General Economic Basics II	Start-Up Factory	Start-Up Factory
Foreign Language I	Foreign Language II	Foreign Language III	Foreign Language IV
Personal & Professional Development I Educational Development	Personal & Professional Development II Educational Development	Personal & Professional Development III Professional & Career Development	Personal & Professional Development IV Professional & Career Development
Foreign Language II Extracurricular	Foreign Language II Extracurricular	Foreign Language II Extracurricular	Foreign Language II Extracurricular



Curriculum – Semester 5 to 8

Semester 5
Internship Work placement
Marketing Research V Marketing Research
Personal & Professional Development V Career Development

Semester 6
Minor Semester abroad at Partner Universities or in-depth semester in Venlo (Topic: Doing Business in Europe)
Personal & Professional Development VI Career Development

Semester 7
Marketing Synthesis Marketing-Plan
Marketing Topics VII CRM Data Analytics
Communication & Culture V Intercultural Business Competences
Personal & Professional Development VII Career Development

Semester 8
Graduation Project 2 nd Work placement incl. Bachelor thesis
Personal & Professional Development VIII Career Development





×

Fontys Venlo in a NUTSHELL



4.000 students

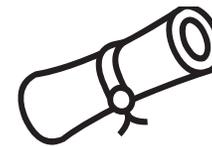
50+ nationalities



125 partner universities



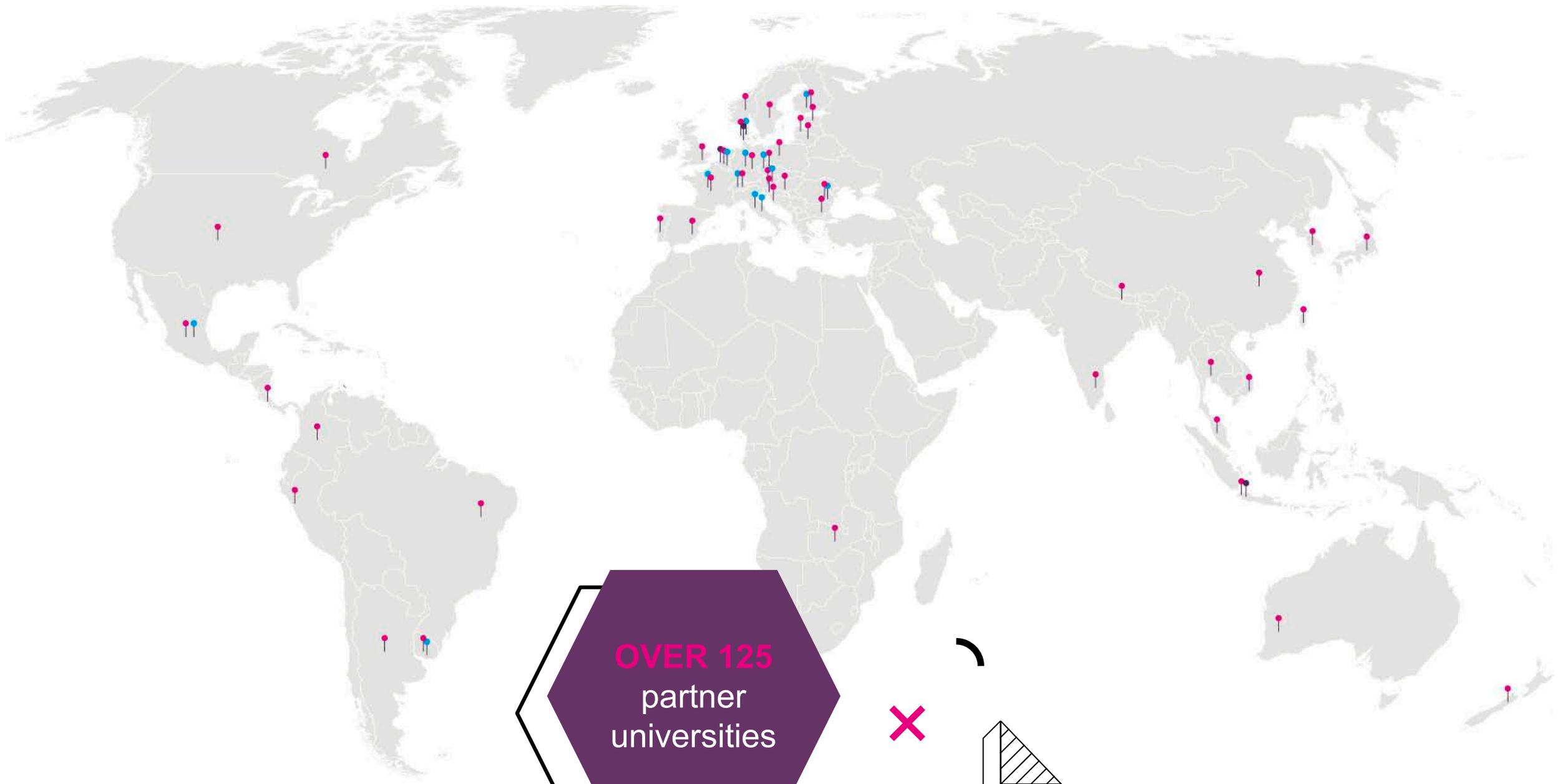
3 institutes



12 bachelor programmes
and **3** masters

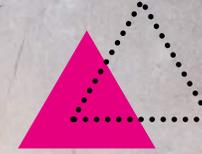


MULTILINGUAL
education



OVER 125
partner
universities





Highlights **FONTYS VENLO**

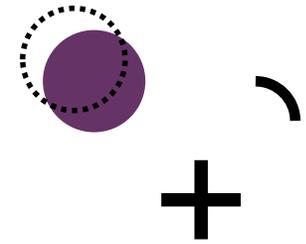
- Small class size (max. 30 students)
- Practice-oriented
- Easy to travel + accommodation



SWITCH
Economic
domain

SCENARIO

You start your studies but realise it is not the right choice for you.
And now?



AND NOW?

Together, we will have a look at the possibilities to switch to another study programme in the economic domain/field.

- This is done individually with each student; possible until 1 February.
- Followed by personal talk to figure out the best solution for you.



PRACTICAL
matters

ADMISSION REQUIREMENTS	HOW TO APPLY	TUITION FEES
Secondary school diploma	GO to studielink.nl	€ 2.143 for EU/EEA
English IELTS 6.0 or equivalent	Deadline September intake: June 15 (EU) / June 1 (non-EU)	€ 7.920 for non EU/EEA
Additional qualification in economics or mathematics	Deadline February intake: November 15	€ 10.140 for non EU/EEA – <i>Engineering programmes</i>



×



ASSISTANCE IN SECURING STUDENT ACCOMMODATION IN:

- own student dormitories and student houses
- guaranteed accommodation: 1st year

LIVING COSTS

€ 600 to € 800 (monthly)





Events, sports,
and shopping
IN VENLO!





Curious?
Visit
FONTYS.EDU
for more information!

