



# Marketing Management

## Programme in brief

Designing an exciting marketing campaign for the new iPhone, organising a press conference for Greenpeace or conducting market research on which emotions are associated with eating ice cream. All these are examples of something a marketing professional does. As a marketer you know exactly what triggers consumers. You know why we pay more for Coca-Cola, while a different brand might be more tasty in a blind test and maybe you will make sure that people will sleep in a tent for the release of the new Playstation.

## Content of the programme

Marketing Management prepares you to react to the needs of customers in an international environment by offering subjects such as market research, marketing law, consumer behaviour and e-marketing. You will also found your own company in a project called Mini Company. In this project you will work in various positions in a real company. A good marketer is a great networker. That's why you will do a lot of group assignments during the course. The study programme also includes two internships which you can complete in the Netherlands or abroad. You will gain further international experience on our campus where you will meet lots of students from over 50 countries!

## What to expect from us

We teach you to understand why some products are successful and others aren't. By conducting smart market research you learn to reveal the needs of your target group. Your market analysis and communication strategy builds brands. You don't just use your creativity for well-known consumer products. Banks, charity organisations and governmental institutions also like to distinguish themselves from their competitors through ground-breaking campaigns. We will provide an international learning community and in interesting projects and internships you gain practical experience before you graduate, which will prepare you for a successful career.

## What do we expect from you

You are good with words and know how to convince others. Thinking out of the box is no problem for you. You can put yourself in someone else's shoes. As a marketer it's your job to think like your customers. You are willing to study hard to gain knowledge of marketing theories and you enjoy cooperating with fellow students in project groups. We educate you to become a result-oriented networker. At the end of the study programme you are able to write marketing and communication plans independently and you are able to convert your creativity to concrete step by step marketing actions.

Intake  
September

Degree  
Bachelor

Education form  
Full-time

Places  
Venlo

Language of study  
English

## Contact

T: +31(0)8850 76022

E: [campusvenlo@fontys.nl](mailto:campusvenlo@fontys.nl)

Website: [fontys.edu/im](http://fontys.edu/im)

 [@fontysvenlo](https://twitter.com/fontysvenlo)

 [/fontysvenlo](https://facebook.com/fontysvenlo)

 [@Fontysvenlo](https://instagram.com/Fontysvenlo)



INTERNATIONAL  
BUSINESS SCHOOL

## The Fontys way of studying

"The Fontys way of studying" is likely different from studying in your home country. We expect students to not merely study from books, but we expect them to look for solutions to problems themselves (which we call Problem Based Learning). This also means that lecturers expect you to actively participate during discussions. Moreover, you'll need to write reports, solve problems in groups, conduct research and learn how to present solutions. This could mean that you have to adapt to the local culture, as this is likely different than what you are used to. Our approach does require some responsibility and initiative from your side. Nevertheless, in the end you'll see that this approach prepares you very well for the job market after your studies.

## Why study at Fontys?

We offer education which prepares you for the job market. We do so by staying in constant contact with the working field. While teaching we provide you with the required theory, consequently we will ask you to implement this theory into practice by means of different projects, such as writing a business plan. We do so, since you'll need to put your knowledge into practice too when you're ready with your studies. Special about studying at Fontys and appreciated by students is our open door policy. This means that it is easy for you to ask lecturers questions and ask for their feedback.

## Career prospects

The area of marketing is very broad, reflected in the different functions marketers occupy:

- Communication Consultant
- Brand Manager
- Digital & Social Media Marketer
- Product Marketer
- Sales Manager
- Market Researcher
- Entrepreneur

Additionally, you can top-up your bachelor with a master's degree. A master's degree allows you to pursue your interests in more depth and to expand your network.

## Study costs and living expenses

### EU/EEA students

€1,104 (year 1)  
€2,209\* (years 2, 3 and 4)

### Non-EU/EEA students

€8,330\* per year

\*Tuition fees will increase with about 7% annually. Costs for books and readers are not included. These tuition rates are without engagement.

### Monthly living expenses

Accommodation: €430  
Food: €200  
Other costs: €150  
Visa costs: €315 annually (if needed)  
All-in insurance (optional): €442 (annually)

Every EU/EEA bachelor student can get a loan to pay its tuition fees. EEA/EU students that work next to their studies are entitled to further loans. More information can be found on [www.duo.nl](http://www.duo.nl).

## Admission requirements

As a prospective bachelor's student you must have a diploma of higher secondary education that is equivalent to Dutch standards. Some equivalent international diplomas are the senior high school diploma GCE, British GCE A-levels, or the French Baccalaureat. Nevertheless, since every country has its own school system we will check your diploma once we have received it from you. For the language requirements please refer to [fontys.edu](http://fontys.edu).

## Open days

We organise several open days throughout the year. On this day you can visit the campus, meet lecturers, and learn about the different study programmes. They are organized on the following dates:

- Saturday 16th of November 2019
- Sunday 19th of January 2020
- Saturday 21st of March 2020

## How to apply

For instructions regarding the application procedure, please refer to the study programme of your choice at [fontys.edu](http://fontys.edu).

## Accommodation

Fontys Venlo has enough places to accommodate all its international students if they meet the application date: 15<sup>th</sup> of June. It is one of the few Dutch universities with own student dormitories. The 3 dormitories are ideally located between the city center and the university. All rooms are furnished. Additionally, Fontys has good contacts with several landlords that offer furnished student rooms in Venlo.

