

'DBC IS NEW  
AND SURPRISING'

NGAN PHAM



## Marketing Management - Digital Business Concepts

### Programme Summary

The digital world is evolving rapidly. Responding to the many opportunities and challenges this brings along, requires a sound entrepreneurial mindset. That's exactly what you get when studying MM Digital Business Concepts. In four years, you become a flexible and commercial all-rounder; a professional marketing agent who spots and seizes digital opportunities. Working alone and in multi-skilled teams, you deploy innovative digital marketing strategies to achieve maximum business results. Or would you rather lead your own (online) start-up? Graduating at MM DBC grants you excellent employment perspectives in digital business and marketing.

### Content of the programme

MM DBC prepares you for working in an international environment, letting you develop and combine skills such as creative thinking, business instinct and media technology. Through hands-on experience, you learn the difference between simply 'having a business' and truly leading a business – what we call entrepreneurship. The base for all your actions and decisions are data. Among the specific courses are Concepting, Creativity, Online Marketing, Futurology, Big Data Marketing and Media & (Data) Technology. More basic subjects include Market Research, Business Economics and General Economics.

### What to expect from us

We train you to become tomorrow's modern marketing specialist. Learn how to design digital concepts and how to market them. During your studies, our network can put you into contact with companies that develop digital experiences and help customers in their online ambitions and challenges. Think of digital agencies, start-ups or a companies' innovation departments, which are all eager to accept you as an intern. Examples of prominent companies cooperating with MM DBC are TamTam, Freshheads, and large corporations such as Coolblue, Heineken and Philips.

### What do we expect from you

You are ambitious, creative, curious and enthusiastic about digital innovations. You are always online and have an eye for spotting new marketing opportunities brought by digital developments. Above all, you enjoy translating creative ideas for innovation into business plans.

Are you dreaming of your own successful start-up, of a career as online marketer, or of becoming the visionary of a large company? Do you like to be ahead of the curve, as project manager, merging technology and human creativity into one marketing strategy? Then you are the perfect student for Marketing Management – Digital Business Concepts!

Intake  
September

Degree  
Bachelor

Education form  
Full-time

Places  
Tilburg

Language of study  
English


### Contact

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 @FontysDBC

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ACADEMY  
FOR CREATIVE  
INDUSTRIES

## Study in the Netherlands / Tilburg

The Netherlands is a country in western Europe with a multicultural population of approximately 17 million people. It has a rich history in international trade, education, art, literature, design and sciences. This tiny country is famous for the great Dutch Masters, painters like Rembrandt and Van Gogh. They transformed the world around them just like today's Masters: designers, concept developers, futurists.

The Dutch creative industry of the 21st century is growing rapidly and plays a leading role in strengthening the innovative capacity of the country. The Netherlands strives to be the most creative economy in Europe by 2020.

More than 30,000 students study in the city of Tilburg in the south of The Netherlands. 13.5 percent of this city's 200,000 inhabitants are students. Tilburg has a lot of cafés where you can enjoy student life. Students quickly find their favorite bars/pubs, restaurants and other meeting places. Catching a movie, enjoying the night life, a pop concert, visiting museums or going to the theatre: Tilburg offers a great number of possibilities.

## Why study at Fontys?

"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. This also means that lectures 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.

## Finance your study

Please check the tuition fee indicator ([fontys.edu/tuitionfeeindicator](http://fontys.edu/tuitionfeeindicator)) to get recent information about the tuition fees.

- **EU/EEA** Tuition fees are € 2,083 per year for students from all EU/EEA countries (2018-2019). For students who enrol for a bachelor- or associate degree programme for the first time from academic year 2019-2020 onward the reduced statutory tuition fees will apply the first year.
- **NON-EU/EEA** The tuition fees for non-EU/EEA students are € 7,500 per year (2019-2020).
- **Additional costs** Costs for books and syllabi are not included. Students can expect general living expenses to amount to approximately € 800 to € 1,000 per month. This amount includes accommodation (i.e. approximately € 600 per month), food, transport and personal expenses.
- **Student loans** Every EU/EEA bachelor student can get a loan to pay their tuition fees. More information can be found at [www.duo.nl](http://www.duo.nl).
- **Scholarships** Each year Fontys ACI awards a limited number of scholarships to students from countries other than those of the European Economic Area (EEA). The scholarships for 2018-2019 are € 5,000 and € 3,000. More information about scholarships can be found at [fontys.edu/dbc](http://fontys.edu/dbc).

## Admission requirements

As a prospective Bachelor's student you must have a higher secondary education diploma 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. In this way we can compare it to the required Dutch standards

## Open days

We organise several open days throughout the year. On this day you can visit the campus and see the facilities, meet lecturers, and attend presentations about the different study programmes. The open day and open evenings are communicated on our website. Want to visit us? Please get in touch.

## How to apply

For instructions regarding the application procedure, visit [fontys.edu/dbc](http://fontys.edu/dbc) and click on How to apply.

## Accommodation

It is not always easy for international students to find accommodation in the Netherlands. Therefore, Fontys University of Applied Sciences (Fontys) offers a service to provide students with assistance in securing suitable accommodation (i.e. a student room) for the first period of their studies at Fontys. For information and application go to [fontys.edu/accommodation](http://fontys.edu/accommodation)

