



Federation for **E**Ducation in **E**urope
Fédération Européenne Des Ecoles



EUROPEAN BACHELOR'S INTERNATIONAL MARKETING

Markets are evolving fast in response to an increasingly open world. As a result, companies developing import-export activity need qualified staff who can develop secure international trade.

In today's increasingly competitive business context, companies are using marketing strategies to change their approach to trade. There is a need for specialised employees who can lead communications campaigns, use direct marketing tools, conduct market research and carry out an extensive range of commercial activities.

Employers are looking for international marketing experts to organise and pilot development projects, interpret and use the results of analyses and predict future trends so as to facilitate business development. International marketing positions are available in a variety of sectors, providing an array of career opportunities for those with the right skills.

✓ CAREER DESTINATIONS

- Operational Marketing Manager
- Client Marketing Manager
- Commercial Manager
- Direct Marketing Consultant
- Assistant Product Manager, Junior Product Manager
- Assistant Market Manager, Junior Market Manager
- Product Development Manager
- Marketing Project Manager
- Junior Purchaser
- International Sales Assistant
- Client Manager



KEY SKILLS

- Have a firm grasp of international marketing and understand the specificities of different markets
- Conduct operational marketing studies
- Understand, design and implement an international marketing strategy
- Help develop a business strategy
- Liaise between management and the sales department
- Manage advertising budgets
- Organise direct marketing and telemarketing campaigns
- Conduct marketing analyses to predict trends

Designed by experts and professionals in the field, the European Bachelor's in International Marketing is an innovative, hands-on programme that is fully adapted to recent developments in international trade and covers modes of communication and consumption in a range of different countries.

Students acquire a toolbox of analytical and operational skills needed for successful career growth.

EUROPEAN BACHELOR'S International Marketing

60 ECTS credits



Admission requirements

The European Bachelor's in International Marketing requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

1 - Operational Marketing

This module ensures students:

- develop their knowledge of market research;
- can use studies appropriate to a given research question; can design a study and use and assess its results;
- can collect data and analyse consumer needs;
- are familiar with the main sources of information and can choose a source appropriate to a given study;
- can conduct a questionnaire appropriate to the information to be collected and the respondents;
- can analyse a company, a market, its environment and its development so as to produce a coherent marketing plan while remaining aware of the (human, financial and technical) limitations on companies;
- can effectively implement a marketing plan;
- can implement a sales action plan to complement the marketing plan;
- can analyse the results of a marketing plan;
- can use dashboards to analyse results;
- can use the Internet as a marketing tool.

4 - Professional Experience

A strong point of FEDE European bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in their chosen field, students acquire direct knowledge of the sector and all-important experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

2 - Strategic Marketing

This module ensures students:

- understand and can conduct strategic marketing using relevant tools;
- can devise appropriate strategies;
- can ensure a durable competitive advantage;
- are familiar with and can use various business development strategies
- can use a range of analytical templates;
- are familiar with and can apply business communication principles;
- can use appropriate dashboards effectively.

5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

3 - International Marketing and the Characteristics of European, Non-European and Emerging Markets

This module ensures students:

- know how to approach non-European markets and understand the importance and the specificities of European markets so as to be able to identify clients and develop business activity internationally;
- understand EU and WCO import-export obligations with regard to third-party countries and are aware of procedures associated with electronic communications with the EU, customs services and/or approved operators;
- understand logistics strategy and the international logistics chain;
- are familiar with import-export operations, customs regimes and the context of intra-EU operations;
- can reflect in a global manner so as to take decisions leading to optimal choices for goods reception;
- understand the impact of internationalisation on products and adaptation to different foreign markets; can define export prices and implement a communications and original distribution strategy;
- understand exchange and credit risk and the relationship between payment methods and international security.

6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;
- It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:
<https://www.fede.education/fr/nos-diplomes/>

