

EUROPEAN BACHELOR'S IN MARKETING - LEVEL 6 EQF



Level
6 EQF (*European Qualifications Framework*)



Duration
1 year



Credits
60 ECTS



Target group
Students - people seeking employment - employees and professionals in the sector



Admission requirements
Candidates holding a level 5 EQF qualification or a qualification equivalent to the attainment of 120 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials and practical work
Case studies and professional scenarios
Individual and group projects



Professional assessments :

- Continuous assessment
- Case Study (6h)
- Practical Exercise (2h)
- Activity report and professional support (30 min)

CCE :

- Quizzes (1h20)

Modern language :

- Reading Comprehension (1h)
- Listening (45min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

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Changing consumer habits and the emergence of new technologies are forcing companies to rethink their marketing and sales strategies. The boom in online sales offers vast opportunities, but requires the technical skills of professionals capable of optimising their commercial activities.

These experts, working closely with the marketing, sales and communications departments, will be able to develop appropriate strategies to meet customer requirements, stand out from the competition and help the company win significant market share.

LEARNING OUTCOMES

- Optimise the company's strategy and contribute to the development of the customer portfolio
- Develop, deploy and assess the results of a strategic and operational marketing plan
- Master customer relations strategy and anticipate trends
- Set up a sales and loyalty action plan
- Contribute to the continuous improvement of products and services
- Administrative and commercial management of sales
- Manage and monitor the performance of a sales team

PROGRAMME

PROFESSIONAL SKILLS (350-450 HOURS)

Marketing and Sales Development
Strategic and operational marketing - Customer Relationship Management (CRM) and optimising customer management - Marketing and consumer law - Distribution - Communication law - B-to-B marketing - E-marketing - Brand management - Sales development

Service Marketing
Services marketing strategy - Marketing: from responsible to sustainable - Data and marketing

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1
German, English, Spanish, French, Italian, Portuguese
Modern language 2 and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- Marketing and Sales Manager
- Client Marketing Manager
- Sales Manager
- Marketing consultant
- Assistant Product Manager, Junior Product Manager
- Assistant Market Manager, Business Developer
- Product Development Manager
- Marketing Project Manager
- Customer Service Representative
- Department Manager

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)