

FOUNDATION DEGREE MARKETING - LEVEL 5 EQF



Level
5 EQF (European
Qualifications
Frameworks)



Duration
2 years



Credits
120 ECTS



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



Admission requirements
Candidates awarded a
qualification certifying
completion of secondary
education and/or giving
access to higher education



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work, case
studies and professional
situations
Individual/group projects



Foundation Year 1

- Continuous assessment
- Quiz (1h30)
- Case Study (3h)

Modern language :

- Reading (1h)

Foundation Year 2

- Quiz (1h30)
- Case Study (3h)
- Activity report and professional support (30 min)

Modern language :

- Listening (45 min)

CCE (Company Skills Certificate)

- Quiz (40 min)

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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The Foundation Degree: Marketing offers a comprehensive course combining the fundamentals of marketing with the legal and organisational aspects of modern business.

In the face of technological change, companies have to adapt to an ever-changing economic and commercial environment. This programme enables students to understand new market expectations and develop appropriate strategies. They will be ready to take up positions in marketing or sales departments in Europe and internationally.

LEARNING OUTCOMES

- Understand the impact of technological developments and adapt to them
- Understand the legal context and its constraints on the digital company
- Master the basics of corporate strategy
- Propose concrete action plans and design follow-up tools
- Work with web project managers on scope statements
- Work with multicultural teams at European and global level
- Use your international marketing skills in the import-export sector

PROGRAMME

PROFESSIONAL SKILLS (610-810 HOURS)

Foundation Degree Year 1

The Organisational And Legal Fundamentals Of The Digital Company

General organisational framework for companies - General and digital legal framework

Marketing and Commercial Relations (Part 1)

Introduction and market research - The operational marketing plan - Customer Relationship Management (CRM)

Communication Strategy For The Digital Company

Players, trends and new consumer behaviour in the digital economy - Creating a website

Foundation Degree Year 2

Legal Framework For Multimedia And E-Commerce

The legal fundamentals of the digital company -

Marketing and Commercial Relations (Part 2)

Strategic marketing - International marketing - Sales techniques - Quality management in customer relations

Strategy And Communication For The Digital Company

Technological monitoring and digital intelligence - Website design - Multimedia strategy

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

- Business Manager
- Assistant Store Manager
- Assistant Product Manager
- Marketing Studies Assistant
- Merchandising Assistant
- Sales Assistant
- Business Developer

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (20H)

The European project: Culture and Democracy for Active Citizenship

- The 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)

FOUNDATION DEGREE MARKETING

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