









EUROPEAN BACHELOR'S IN INTERNATIONAL 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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To meet the challenges of globalisation and the rise of emerging countries, SMEs need to rethink their growth strategies and surround themselves with skilled professionals to develop their international trade.

Global competition means we have to adapt to different ecosystems and a very demanding customer base. **The European Bachelor's in International Marketing** trains experts in project management and the analysis of foreign markets; capable of anticipating trends and developing marketing strategies to meet the needs of global consumers.

LEARNING OUTCOMES

- Monitor international marketing, sales and regulations
- Optimise the company's international 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 an international sales and loyalty action plan
- Contribute to the continuous improvement of products and services
- Administrative and commercial management of export sales
- Manage and monitor the performance of an export sales team

PROGRAMME

PROFESSIONAL SKILLS (310-380 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
- International Marketing**
Definition and theory of international marketing - Marketing and interculturality - International digital communication 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

- Head of International Business Development
- International Business Developer
- International Project Manager
- International Marketing Manager
- Head of Export Sales
- International Buyer
- International Business Manager
- Junior International Product Manager
- Junior Market 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)