# EUROPEAN BACHELOR'S IN MARKETING - LEVEL 6 EQF

Level 6 EQF (European Qualifications Framework) hanging 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 - Emarketing - 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<sup>\*</sup> 'S ASSET - EUROPEAN DEGREE

# **EUROPEAN CULTURE AND CITIZENSHIP (40H)**

# The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHTE 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)

www.fede.education/en/fede-quality-charter

# **EUROPEAN BACHELOR'S IN MARKETING** www.fede.education/en/our-degrees/

# FEDERATION FOR EUROPEAN EDUCATION | FÉDÉRATION EUROPÉENNE DES ÉCOLES

INGO with participatory status at the Council of Europe | INGO with official partner status at UNESCO | INGO with consultative status at La Francophonie - Transparency Register of the European Union - 313869925841-90 Federation for European Education / Federation Europeanne des Ecoles - La Voie Creuse 16 - 1202 Geneva - Switzerland - RC Geneva CHE-109.997.364 © FEDE 2024 Do not dispose of on the street - Printed by us, subject to change | Credit: Shutterstock

- Case Study (6h)
- Practical Exercice (2h) Activity report and
- CCE :

• Quizzes (1h20)

- 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

Credits 60 ECTS Target group Students - people seeking

Duration

1 year

employment - employees and professionals in the sector

# Admission requirements

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

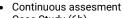
**Course Structure** Full-time or work-study



# Pedagogical methods

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

# Professional assessments :



professional support (30 min)

## Modern language :

- Reading Comprehension (1h)