UC Leuven Limburg
MOVING MINDS

INTERNATIONAL BUSINESS MANAGEMENT

OPTION

MARKETING

Bachelor of applied science with a 3-year programme (180 ECTS) taught in English

TRACK IN BELGIUM

LAUNCH YOUR BUSINESS MANAGEMENT CAREER IN LEUVEN

AND HAVE THE GREATEST STUDENT EXPERIENCE IN EUROPE.

#MOVING INTERNATIONAL

- Fair tuition fee for all students
- Part of high-ranking university KU Leuven
- Creative hub of Flanders

#MOVING COACHING

- Wide range of methods with feedback
- Close to lecturers
- Entrepreneurship track

#MOVING PRACTICE

- Hands-on with latest trends
- Current cases and ready-for-market
- Lecturers with professional experience

#MOVING HOME

- New and innovative campus
- Leuven student life
- Diverse group of students

#MOVING INTEREST

- Business management with a major in marketing
- Internship electives abroad
- Master bridging programmes with partners

#MOVING PERSONALITY

- Soft Skills building
- Future proof skills
- Creative problem-solving

MOVING MINDS DNA

CAREER OPPORTUNITIES

Marketing manager, Brand manager, (digital) Communication manager, Business consultant, Market researcher, Business project coordinator, Commercial account manager, Sales operations specialist, Data analyst, Entrepreneur

Preferably in an international enviroment? Then the bachelor degree in Business Management - Marketing is the right choice for you.

OR DO YOU WANT TO CONTINUE STUDYING?

- You can move straight on to several international master's programmes.
- After a bridging programme you can go for a master's in Belgium.
- You can opt for an extra bachelor degree in a one-year study programme Advanced Business Management at UCLL.

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BUSINESS MANAGEMENT – OPTION MARKETING – TRACK IN BELGIUM

PROGRAMME 2021–2022

1ST BACHELOR – SEMESTER 1	ECTS
Introduction to marketing	4
Consumer behaviour	4
Communication management	3
Marketing communication concepts	3
Economics	4
ICT	3
Business English 1 & reporting techniques	4
Visual Storytelling	3
Seminar 1	3
TOTAL	**31**

1ST BACHELOR – SEMESTER 2	ECTS
Product and brand management	3
Marketing data analysis	3
Marketing communication strategy	4
Innovation management	4
Intercultural communication	6
Financial management	3
Business English 2	3
Project 1: Marketing environment	3
TOTAL	**29**

2ND BACHELOR – SEMESTER 1	ECTS
Supply chain management	4
Language elective	5
Market research set up	5
Sales skills	4
Brand Identity & Graphic Design	4
Copywriting	3
Seminar 2	3
TOTAL	**28**

2ND BACHELOR – SEMESTER 2	ECTS
Business management	3
Strategic marketing	4
Concepts of data analytics	4
Market research processing	5
Digital marketing	4
Law	4
Dashboarding	4
Project 2: International marketing & international week	4
TOTAL	**32**

3RD BACHELOR – SEMESTER 1	ECTS
International strategic marketing	3
Strategic market analysis	4
Sales management & strategy	4
Integrated marketing communication	3
CRM	4
Ethics	4
Business English 3	3
Language elective	5
TOTAL	**30**

3RD BACHELOR – SEMESTER 2	ECTS
Bachelor @Work (internship)	14
Bachelor @Research	5
Elective	3
Elective	3
Project 3: Marketing management	5
TOTAL	**30**

This programme can be subject to change. ECTS= European credit transfer system: 1 credit equals 25 to 30 hours study load time.

TUITION FEE

€ 961,90

COST OF LIVING

est. € 600-800/ month

STUDY MATERIALS

est. € 500

Discover our full programme here

UCLL.BE/BBM

MORE INFORMATION

WWW.UCLL.BE/INTERNATIONAL

'Business Management - Marketing (BBM) - UCLL'

'UCLL-BBM'

bbm@ucll.be

+32 (0)16 375 300

LOCATION:

UCLL, University Colleges Leuven – Limburg, Belgium
Campus Proximus, Geldenaaksebaan 335, Heverlee (Leuven)

Only 15 minutes from Brussels airport.

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