Bachelor in Business Management – Marketing in Leuven, Belgium (BBM)

Programme 2017-2018

1st Bachelor

Semester 1		Semester 2	
Course	**ECTS***	**Course**	**ECTS***
Introduction to marketing	4	Product and brand management	3
Consumer behaviour	4	Marketing data analysis	3
Communication management	3	Marketing communication strategy	4
Marketing communication concepts	3	Marketing and innovation	3
Economics	4	Cross-cultural management	6
Spreadsheets for marketeers	3	Financial management for marketeers	4
Business English 1 & reporting techniques	4	Business English 2	3
Multimedia	3	Project 1: marketing environment	3
Seminar 1	3		
	31		29

2nd Bachelor

Semester 1		Semester 2	
Course	**ECTS***	**Course**	**ECTS***
Supply chain management	4	Business management	3
Project management	3	Strategic marketing	4
Market research: set up	5	Trade marketing and accountmanagement	3
Digital marketing	4	Market research: processing	5
Multimedia for marketeers	3	Sales skills	5
Business English 3	3	Business and social law for marketeers	4
French/German/Spanish: starters	5	Business English 4	3
Seminar 2	3	Project 2: International Marketing & International Week	4
	30		31

3rd Bachelor

Semester 1		Semester 2	
Course	**ECTS***	**Course**	**ECTS***
International strategic marketing	3	Internship or alternative	17
Strategic market analysis	3	or international internship (22 ECTS*)	
Sales management	4	Thesis	8
Integrated marketing communication	3	Project 3: marketing management	5
Social media	4		
Ethics	4		
Business English 5	3		
Business French/German/Spanish: basic	5		
	29		30

This programme can be subject to change.

ECTS= European credit transfer system: 1 credit equals 25 to 30 hours study load time*