

Branch: Marketing



Code: MARKET

Option: Marketing

Level: Bachelor

Prerequisites: Bacculaureate

Opportunities:

SALES MANAGER

In sales, you sell a company's products and services to customers - either directly to private consumers, in which case it is called Business-2-Customer (B2C), or to corporate customers, in which case it is called Business-2-Business (B2B).

ASSISTANT MARKETING

Planning events, supervising advertising campaigns or assisting in the development of marketing campaigns: As a marketing assistant you will be primarily responsible for operational activities in the field of marketing. Planning events, supervising advertising campaigns or assisting in the development of marketing campaigns: As a marketing assistant, you will be primarily responsible for operational activities in marketing.

PRODUCT MANAGER

As a product manager, you oversee a product or service by coordinating the various divisions of the company that are all jointly responsible for that product. This includes development, production, marketing and sales. Your task is to keep an overview and to organize, but also to think creatively and innovatively and to keep an eye on the sustainable success of the product

Description

In the Bachelor of Marketing program at UUT, you will learn how important it is to define objectives precisely, analyze target groups and develop strategies based on them you will learn all about classic and modern marketing tools, which you will then be able to use in a targeted manner. Depending on your chosen direction, you will learn about the future of e-commerce or dive into creative storytelling in applied content marketing. With our Bachelor of Marketing program, you are guaranteed to become an expert in creative marketing.

Specific competences:

Do you want to work in an area that plays a decisive role in the success of companies, products and markets? Then get comprehensive expertise with your degree in marketing at Uut. Because developing effective marketing strategies requires a wide range of knowledge that goes far beyond the four Ps (product, price, place, promotion). As a marketer, you need to understand the market, recognise trends and analyse customer needs. You also need to enter the digital world with confidence, so that you can later work as a manager and marketing expert in a wide range of sectors.

Quality and competences:

In addition to the basics of business, you will learn analytical and creative skills. You will develop advertising and marketing campaigns and analyze their effectiveness. The main focus is on digital communication and sales channels to prepare you for the challenges of social media marketing, customer relationship management and marketing control.