

## Marketing

Marketing is probably more crucial than ever in today's world of countless inventive goods, services, and technologies. Without it, companies would be unable to promote their products in order to draw in and keep customers. Marketing, which plays a significant role, can generate, question, and mold new viewpoints through messages that are educational, empathetic, and uplifting. It can arouse awareness, stimulate activity, or even initiate action.

## M.B.A.

Your ability to drive these changes and turn market opportunities and difficulties into competitive advantages for the business is a key goal of the MBA in Marketing program. You receive thorough training in both marketing and commercial management as well as knowledge of current marketing trends and a thorough comprehension of the organizational components that produce corporate value, a crucial element in the expansion of any firm.

## History

The transition from traditional media marketing, which included flyers, billboards, pole posters, and television, to digital billboards, social media, google ads, and other significant kinds of digital media has been swift and significant.

The ability to reach larger audiences and more diverse target markets has altered as a result of the development of new media tools. Additionally, the focus of marketing has changed from consumer-based specific purchasing to consumer-based brand loyalty and desire. As new trends emerge and new methods of reaching large audiences are developed, marketing will continue to alter and evolve.

## Careers

Thanks to new technology advancements that have fundamentally altered how consumers (as well as governmental bodies and enterprises) make purchases, the area of marketing is growing swiftly. The quantity and caliber of employment opportunities for persons with a marketing MBA are consistently expanding. Candidates for an MBA in marketing should be natural leaders, effective communicators, and strategic thinkers.

Marketing directors, advertising, promotions, and marketing managers, market research analyst, public relations specialists, and advertising directors are among the positions that graduates with an MBA in marketing can have.

## Why ESLM?

- The framework of the curriculum is very multidisciplinary. You will have a firm grasp of business planning, marketing, finance, accounting, and control tools at the conclusion of the program, and you will be able to use logistics & supply chain management, purchasing & procurement and project management approaches in a fast-paced and global company environment.
- Faculty consists of leading academics and professionals in the area, who are well-known on a global scale for their lectures and cutting-edge research, which is created in conjunction with the industry's leading firms.
- You'll be engaged in a unique international setting that encourages you to learn by exploring differences and enjoying variety.

## **Reasons to study MBA**

- Meet recruiters, entrepreneurs, managers, CEOs, or maybe your next business partner.
- Increase your chances of acquiring a high-level management job as well as new professional prospects by becoming a leader.
- An MBA can assist in bridging the gap. Make a career out of what you're passionate about.
- Gain global recognition with a graduate degree and establish yourself as an authority in your subject.
- MBA graduates might expect a considerable rise in their compensation.

## **Why Marketing MBA Degree**

A marketing student will have the chance to learn about various fields, including public relations, sales management, communications, marketing research, and many more. Students can learn about every stage of marketing, from identifying a target market for a good or service to that market's eventual purchase. Students can develop into well-rounded marketing professionals by comprehending the entire procedure.

## **M.B.A. Program**

The two-year MBA in marketing program is split into four terms. It includes core requirement courses (8 courses) marketing courses (5 courses) , general courses ( 2 courses) electives (2 courses) and 1 project.

This program is offered at our facility in Brussels.

## **Who does ESLM target?**

- Graduate Students
- Young Employees
- Professionals
- Top Managers
- Executive Managers

## **Graduate Students**

- Age: 22 - 25 years
- Previous education: business school graduate
- Funding: parents / student loans
- Duration: 2 years

## **Young Employees**

- Age: 23 - 27 years old
- Profession: non-managerial-first line managers
- Funding: company
- Duration: 2 years

## **Professionals**

- Age: 27 - 35 years old

- Goal: Change of job in the company or professional retraining
- Funding: company or own
- Duration: 150h

## **Top Managers**

- Age: 25 - 45 years
- Goal: Accelerated course vs. skills already acquired top position
- Funding: own or business
- Duration: 150h

## **Admissions Requirements**

- Undergraduate transcripts + diploma
- Inhouse entrance exam for full program candidates
- English placement test
- Motivational Interview
- Letter for training, latest transcripts and updated CV issued from the company for young marketers and professionals.
- Updated CV and inhouse application for top managers and executive managers.

## **Main Supply Chain Management Courses**

- Logistics and Customer Service
- Strategic Design Management & Global Branding
- Visual Communication Design & Digital Marketing
- Advanced Consumer Behavior
- Food Marketing

## **Methods of Teaching**

- Lectures and classes that are interactive
- Scenarios created by students through group or individual case studies
- Case studies
- Presentations
- Seminars

## **Different tracks offered:**

- Full MBA Program: Student must take core course requirements, marketing courses and present a project to graduate.
- A diploma in Marketing: student must register the marketing courses only.
- Training certificate: can be taken in the form of course certificate chosen from the marketing courses.

## **Methods of Evaluation**

- Case studies, either individual or collective
- Oral presentations

- Paper submissions
- Exams
- Project

## **Program Details**

- Total credits:36
- Total number of courses: 17+ 1 project ( 2 credits each)
- Core requirement courses: 8 courses
- Marketing courses: 5 courses
- Electives: 2
- General courses: 2
- Project: 1
- Duration: 2 years
- Each course: 2 credits AKA 30 hrs ( 24 teaching- 6 independent learning)
- Semester is 4 months
- Delivery:
  - Each course will be delivered over 4 weeks.
  - Face to face sessions in Brussels will be Fri-Sat 1<sup>st</sup> week of the month 6 hours\day ( 3 hrs in the morning, 3 hours in the evening)
  - Online sessions each Friday for the remaining 3 weeks ( 4 hrs\day)
- Project at the end of the 2<sup>nd</sup> year spring semester.