

The internship assignments within the domain-specific learning outcomes Marketing (profession-specific competences)

Please tick which tasks students can perform in your company during the internship. You will need to evaluate the indicated assignments later.

The domain-specific learning outcomes give substance to a common set of competencies that all students are expected to acquire within the General Marketing programme

Student Name	
Internship company	
Address	
Postal code and municipality	
Internship mentor name	
Internship mentor phone	
Internship mentor email	
I and written communication Bachelor BM communicates in wri	iting and orally in a professional manner in the language of instruction of
I and written communication Bachelor BM communicates in wri	iting and orally in a professional manner in the language of instruction of
Bachelor BM communicates in writy programme and in at least two Oral communication: face-t Asking for information from appointments, maintaining	iting and orally in a professional manner in the language of instruction of common business languages. to-face, telephone and digital communication channels. customers, suppliers, colleagues, solving problems, scheduling a dialogue with various stakeholders of the company
Bachelor BM communicates in write programme and in at least two Oral communication: face-I Asking for information from appointments, maintaining	iting and orally in a professional manner in the language of instruction of common business languages. to-face, telephone and digital communication channels. customers, suppliers, colleagues, solving problems, scheduling
Bachelor BM communicates in writy programme and in at least two Oral communication: face-to- Asking for information from appointments, maintaining (Actively) participate in mee professional manner.	iting and orally in a professional manner in the language of instruction of common business languages. to-face, telephone and digital communication channels. n customers, suppliers, colleagues, solving problems, scheduling a dialogue with various stakeholders of the company etings or discussions and clearly articulate their own train of thought in a
Bachelor BM communicates in writely programme and in at least two Oral communication: face-to-Asking for information from appointments, maintaining (Actively) participate in mee professional manner. Written communication: He	iting and orally in a professional manner in the language of instruction of common business languages. to-face, telephone and digital communication channels. customers, suppliers, colleagues, solving problems, scheduling a dialogue with various stakeholders of the company



Market research

Marketing Research: the Bachelor of Marketing writes a research plan and conducts market research aimed at gauging the possibilities and competition in the market. They interpret the results and formulate recommendations.

Analysing and interpreting the market (customer analysis, competitor analysis, SWOT,).
Conduct market research, analyze and interpret results
Other:

Marketing plan

Marketing Analysis: the Bachelor of Marketing carries out a strategic analysis: they identify the strengths and weaknesses of the company based on an analysis of the internal business processes and detect the opportunities and threats in the meso and macro environment. On the basis of this SWOT and confrontation matrix, they formulate points of interest. Based on this, they formulate marketing objectives and develop a marketing plan.

Marketing Management: the Bachelor of Marketing actively participates in the development of a marketing policy. They clearly define the target groups and the positioning. They formulate concrete marketing objectives and design a plan for the operational marketing mix.

Marketing Communication: the Bachelor of Marketing translates the marketing plan into an online and offline marketing communication plan.

Helping to determine segments, target groups and positioning
Contributing to the product and/or service policy
Assist in the implementation of the pricing policy
Helping with distribution policy
Helping with social media tools
Setting up and executing an email campaign
Perform website support tasks (revising texts, adjusting, SEO, SEA,)
Preparation of leaflets, brochures,
Helping with/making presentations (powerpoint,)
Organizing events
Communicating with field staff
Communicating and making appointments with suppliers (e.g. market research agency, advertising agency, PR agency, etc.)



Assist with budget management.
Making analyses in excel, also working with pivot tables
Other:

Commercial plan

Commerce: the Bachelor in Marketing draws up a sales plan aimed at achieving the targeted commercial objectives. They develop and maintain business relationships for sales and services. They know the necessary sales techniques and (ICT) systems for prospecting, sales and customer management.

Carrying out administrative work related to commercial activities or to the internal organisation
Developing a customer needs analysis
Contacting potential customers, both at home and abroad. This means: looking up addresses, preparing interviews, preparing sales material and announcing a visit by telephone or in writing
Making a sales call
Negotiating with external relations
Providing information about products (services), the company and its internal organization, the service and the way of delivery
Arguing and refuting objections
Reporting (per visit)
Updating customer databases
Consulting and querying customer databases
Assisting in the preparation (internal and external) of an account plan.
Planning the sales administration.
Other:

Any comments internship mentor
Signature internship mentor