

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	
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Internship company	
Address	
Postal code and municipality	
Internship mentor name	
Internship mentor phone	
Internship mentor email	

Oral and written communication

The Bachelor BM communicates in writing and orally in a professional manner in the language of instruction of the study programme and in at least two common business languages.

	Oral communication: face-to-face, telephone and digital communication channels. Asking for information from customers, suppliers, colleagues, solving problems, scheduling appointments, maintaining a dialogue with various stakeholders of the company
	(Actively) participate in meetings or discussions and clearly articulate their own train of thought in a professional manner.
	Written communication: Helping to write reports (graphical reporting) and prepare presentations.
	Oral and written communication in other languages: French, English
	Other:

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.)

