

Why you should study Marketing at Erasmus School of Economics



Dr Arie Barendregt RM MBA

Career & Job Opportunities in Marketing



Product / Brand
Manager / Director



Sales / Account
Manager / Director



Marketing / Strategy
Consultant



Entrepreneur /
Managing Director

<p>Head of Brand</p> <p>Burghfield Common, Reading £71,557 to 75,135 Guide Dogs</p>	
<p>Assistant Brand Manager</p> <p>London £28,000, plus bonus and benefits Zizzi Restaurants</p>	
<p>Head of Surveys and Analytics</p> <p>Swindon £65,000 pa National Trust</p>	
<p>Sales Advisor - Inbound</p> <p>England, London, North London £19500 - £30000 per annum + inc OTE plus lots of great benefits! Utility Warehouse</p>	
<p>Digital Marketing Executive</p> <p>London £22-25k DOE and generous benefits XenZone</p>	
<p>Marketing Director</p> <p>Leeds Great package to be discussed at interview Boost Drinks</p>	
<p>Marketing Manager</p> <p>Richmond Competitive salary + bonus + benefits Code Associates</p>	
<p>Group Head of Brand</p> <p>Cambridge £46,600 - £55,000 (plus excellent benefits) Cambridge Assessment</p>	

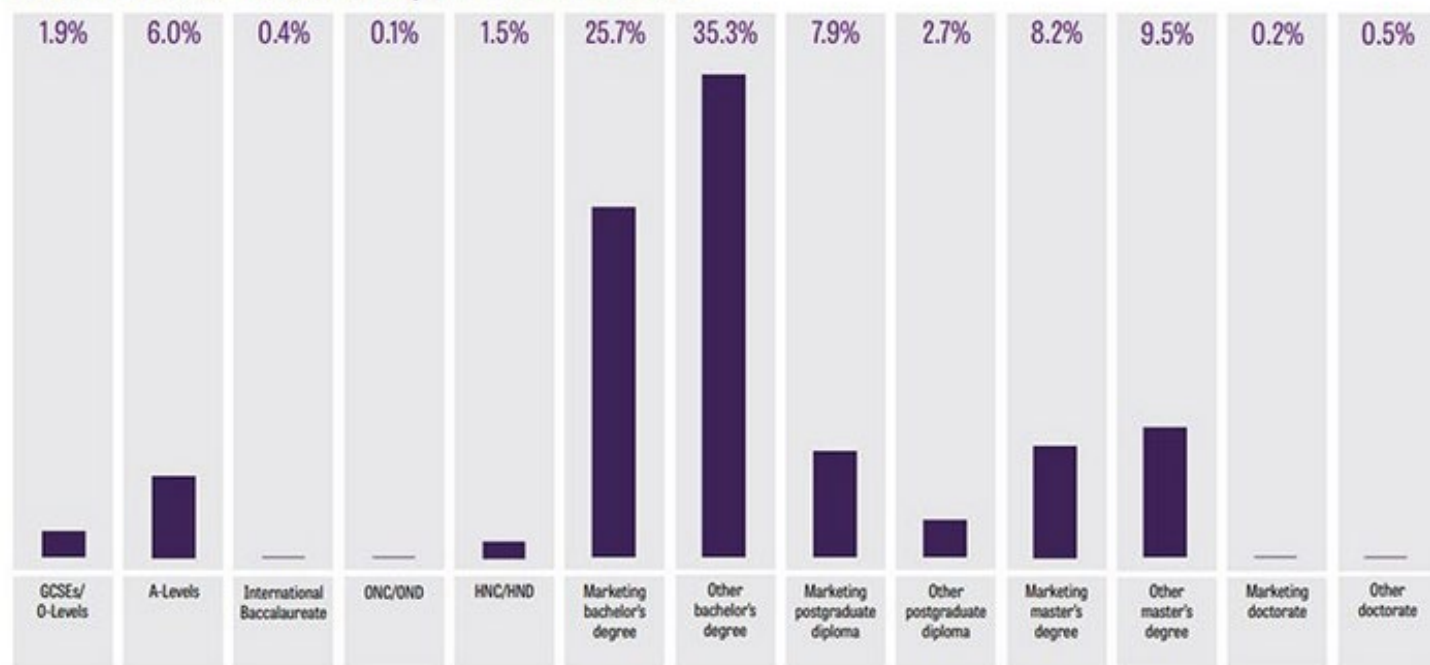


Marketing Analytics
Expert

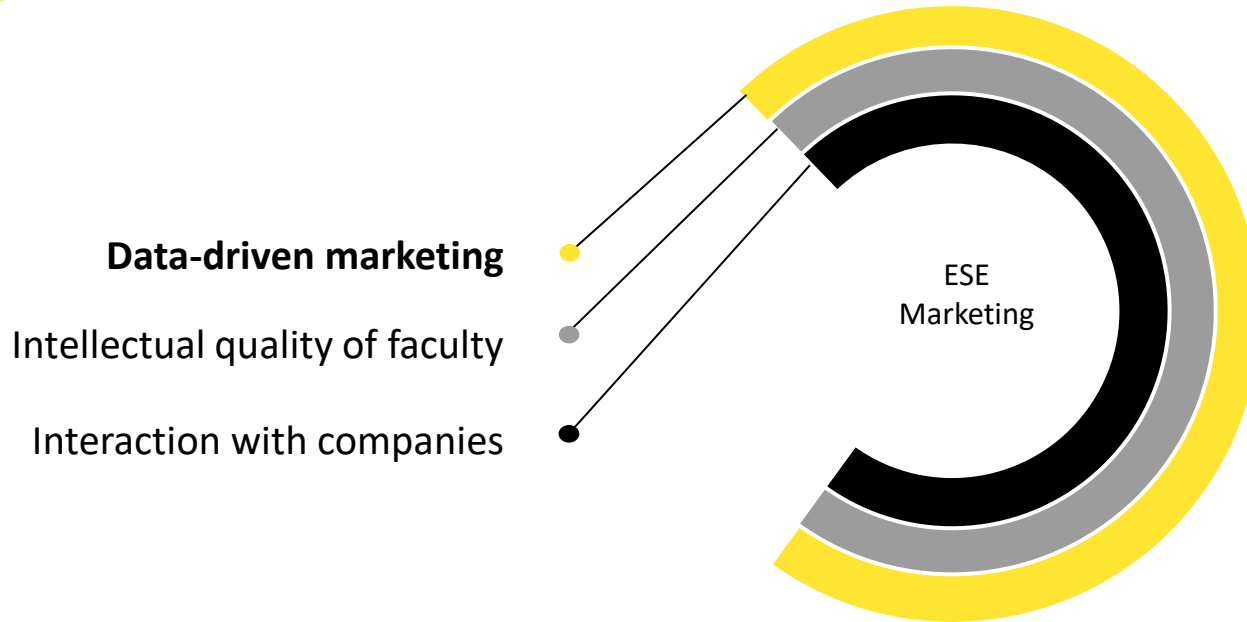


Board / Executive
Management

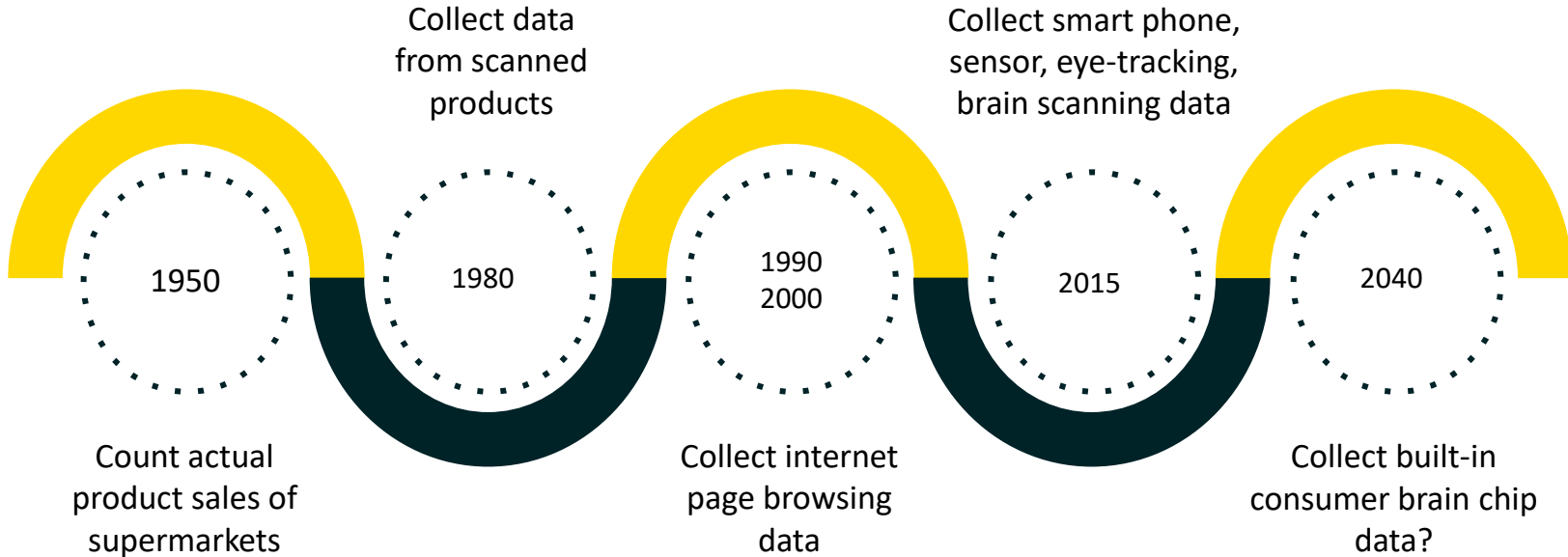
MARKETERS' HIGHEST QUALIFICATIONS



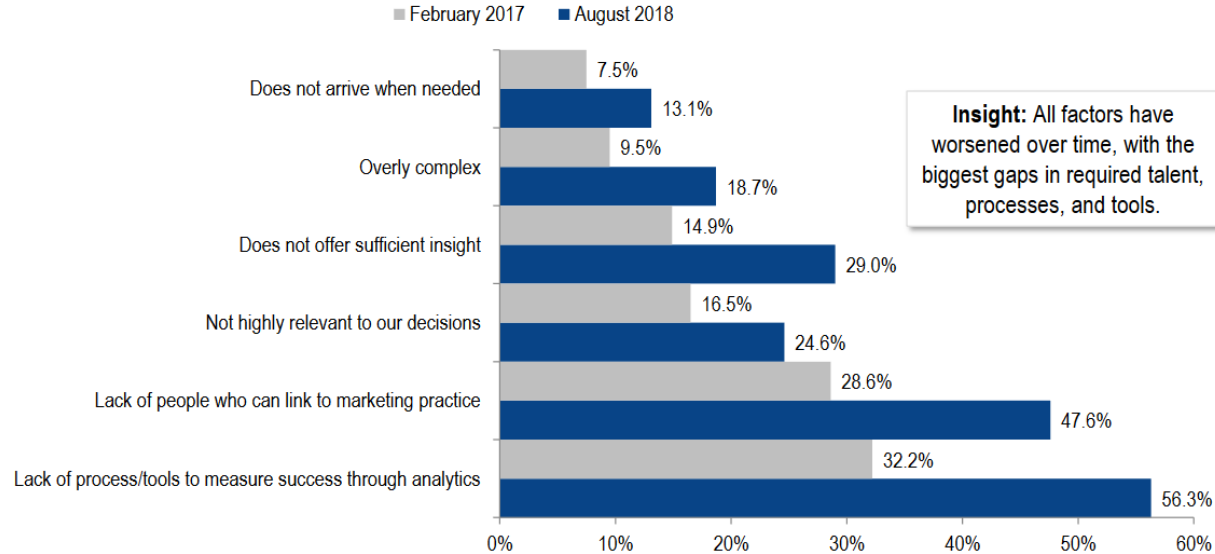
Why you should study Marketing at ESE



The Evolution of Data-driven Marketing



What factors prevent your company from using marketing analytics more often in decision making?



Insight: All factors have worsened over time, with the biggest gaps in required talent, processes, and tools.



Increasing importance Marketing Analytics



Christine Moorman [+ Follow](#)



34



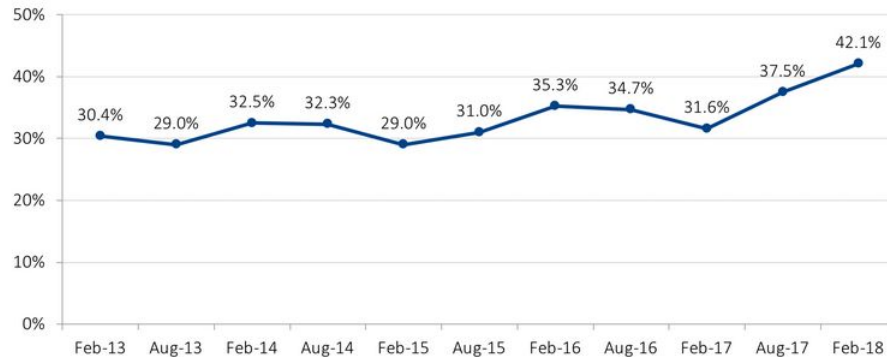
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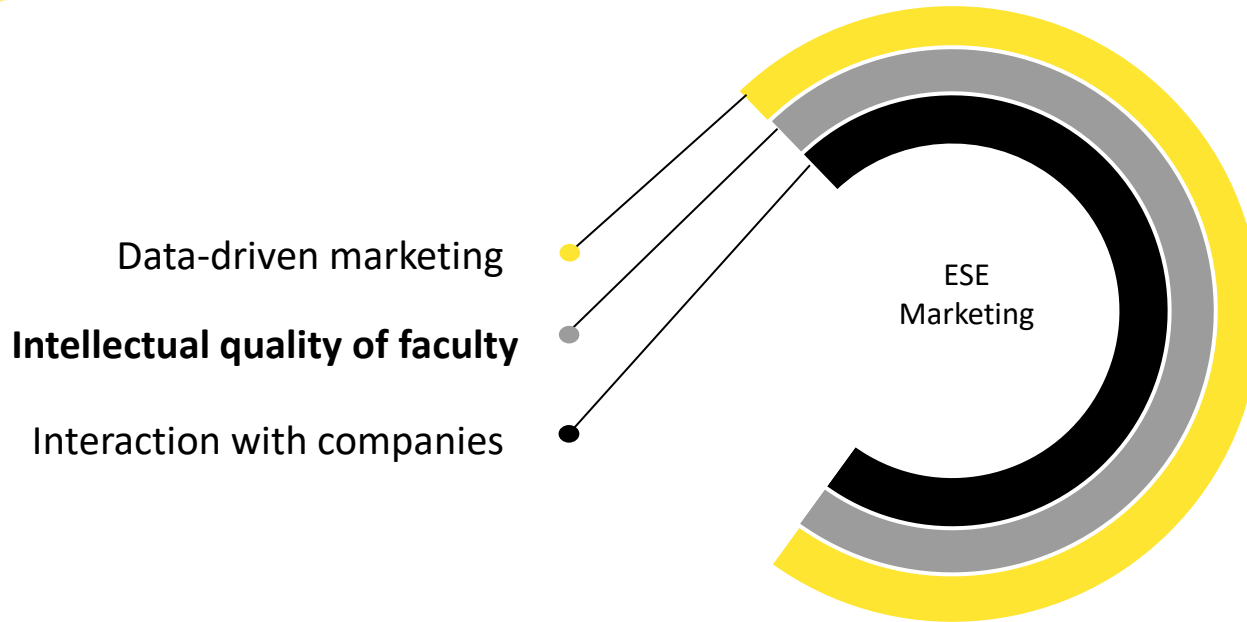
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Second and more important than spending, reliance on marketing analytics to make decisions has increased from 30% to 42% of the time in the past 5 years, with B2C companies using analytics 55% of the time. I expect these numbers will continue to increase and so will the perceived contribution of marketing analytics.

Reliance on Marketing Analytics to Make Decisions (February 2018, CMO Survey)



Why you should study Marketing at ESE





Benedict
Dellaert



Bas
Donkers



Ana
Scekcic



Stefan
Stremersch



Martijn
de Jong



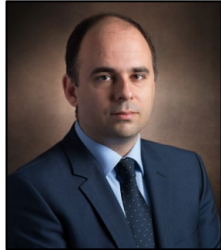
Arie
Barendregt



Vardit
Landsman



Jelle
Oksam



Nuno
Camacho



Sonja
Wendel



Michiel Van
Crombrugge



Stacey
Malek



Helen Si
Wang



Clement
Bellet



Radek
Karpienko



Stefan Stremersch

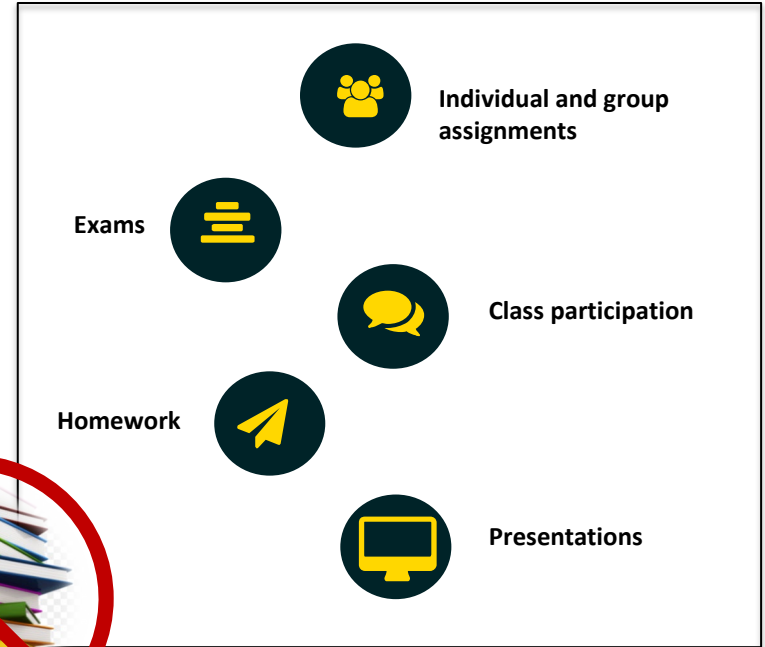
Winner of the
European Marketing Academy
Distinguished Marketing
Scholar Award 2020



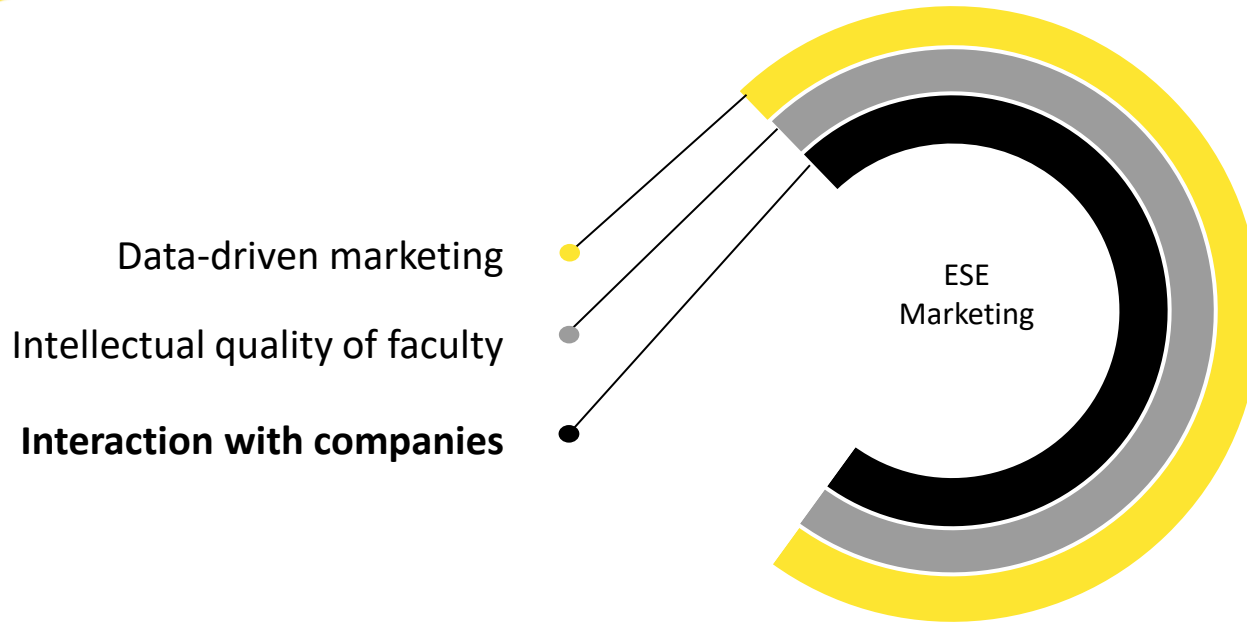
Martijn de Jong

Winner of the
American Marketing Association
Global Marketing
SIG Award 2020

Full portfolio of teaching methods



Why you should study Marketing at ESE



Erasmus School of Economics

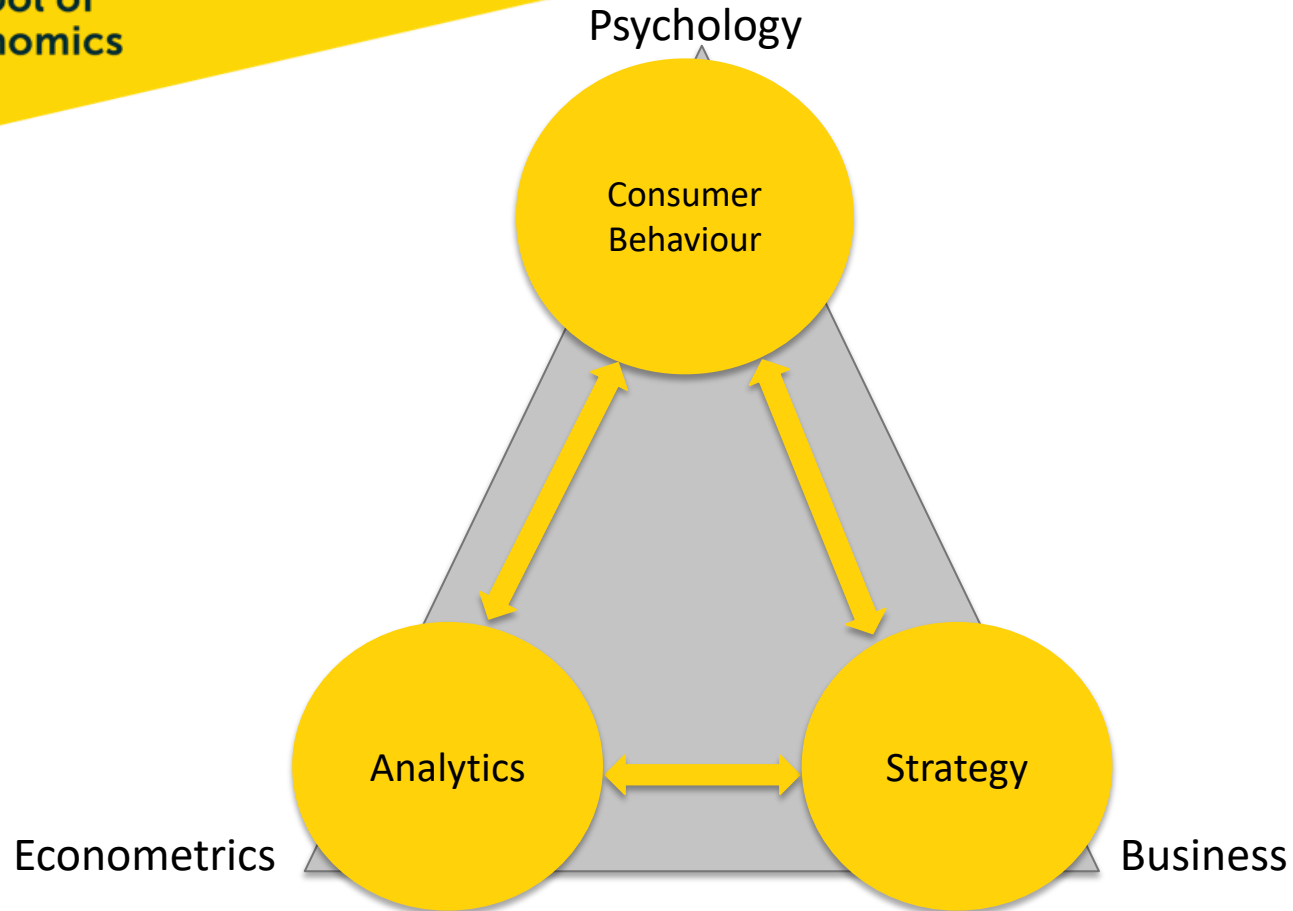


Erasmus University Rotterdam

Rotterdam
business life:
thousands of
companies
offering lots of
marketing
jobs!

- ABN-AMRO
- ECORYS
- Gemeente Rotterdam
- KPMG
- notionale nederlanden
- Port of Rotterdam
- AABEL
- STEDIN GROEP
- Van Oord
- DAMEN
- Eneco
- HAL Investments
- KPMG Melburg & Co
- NautaDutilleul
- pwc
- REMBRANDT
- STICHTING DE VERRE BERGEN
- Vopak
- Deloitte.
- Erasmus MC
- HOUTHOFF
- LOYENS & LOEFF
- EY PARTHENON
- Rabobank
- SHELL
- TEN HOLTEN / NOORDAM
- Unilever





The ESE Vision of Marketing



Programme Structure – Block 1

Block 1
Core courses
September / October

3 Core courses will introduce you to a wide range of topics that are essential to become an all-round marketer with a solid background.



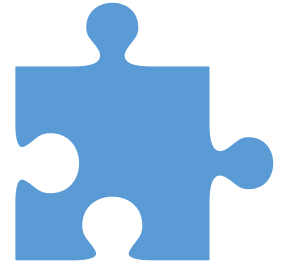
**MARKETING RESEARCH
METHODS**



BRANDING



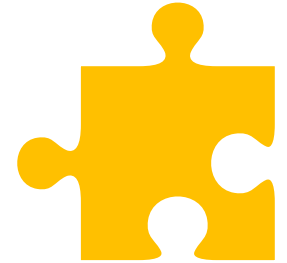
**SALES & ACCOUNT
MANAGEMENT**



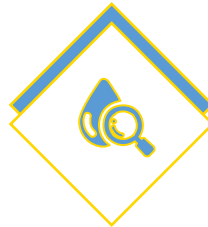
Programme Structure – Block 2

Block 2
November / December

In block 2, students are required to take Marketing Research Design and 2 elective courses: Digital Marketing and Experimental Economics



DIGITAL MARKETING



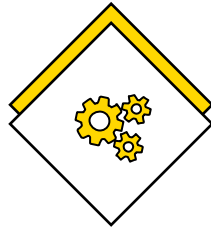
**MARKETING RESEARCH
DESIGN**



EXPERIMENTAL ECONOMICS

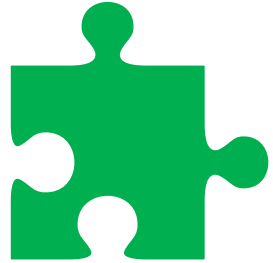
Programme Structure – Block 3

This seminar involves a marketing strategy simulation game to teach students about market research and its connection with strategy decision-making. Students are expected to present literature or case applications, ask questions and share ideas in class discussions.



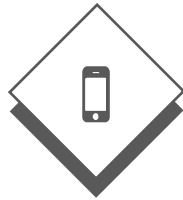
**SEMINAR
STRATEGIC MARKETING**

Block 3
Seminar Strategic Marketing
January / February



Programme Structure – Block 4

In block 4, students can select one seminar.



Seminar Developing
and Marketing New
Products

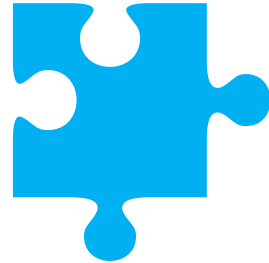


Seminar Global Brand
Strategy



Seminar Customer
Intelligence & CRM

Block 4
Elective Seminars
March / April



Programme Structure – Blocks 3 to 5

Master Thesis



Master Thesis

- A compulsory introductory session (in Block 1)
- Address relevant marketing questions of interest to practitioners and academicians
 - List of topics is provided by faculty members
 - Supervisors assigned on sin-online based on first come first serve
- A supervisor (a faculty member) will help the student to find his/her way
- Individual literature study, original research and writing work
- Oral Thesis Defense no later than May 2022

Programme Structure – Block 5

Job Market Preparation

Block 5
Job Market Preparation
May / June

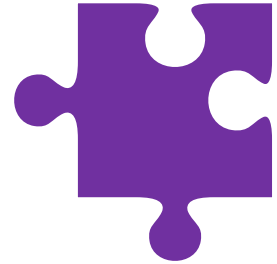
Erasmus Research & Business Support (ERBS) offers job market preparation sessions.

These sessions ensure that you have an accurate view of :

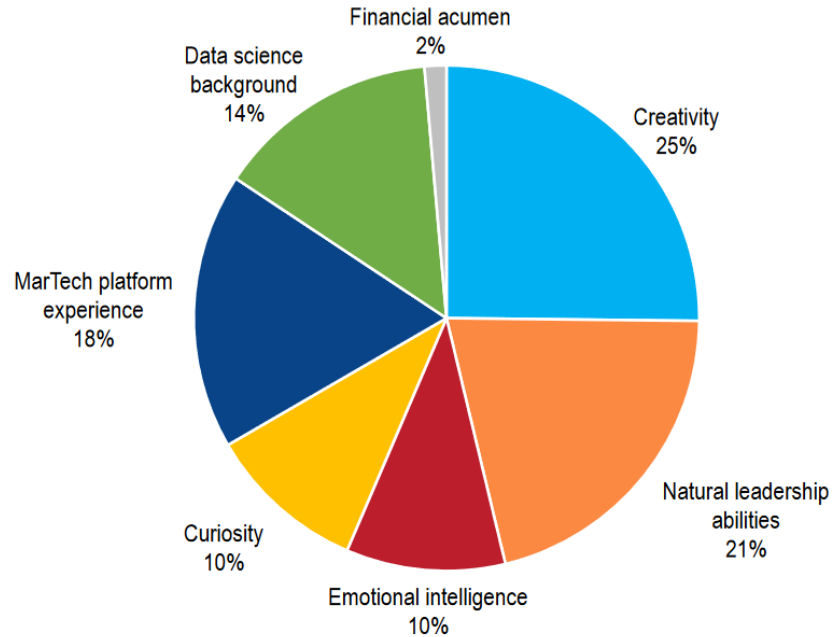
- The labour market
- Knowledge about job selection criteria
- Insights into your own strengths and weaknesses
- How to prepare for job interviews
- How to evaluate job offers and how to negotiate.



Job Market
Preparation



What skills will be prioritized in hiring marketing talent (% of companies reporting the skill as most important)





The ESE Marketing student profile

Entrepreneurial

The entrepreneurial mindset treats life's hurdles as challenges to overcome, and fostering these skills early on, will pay dividends in the years to come.

Analytical

Analytical understanding is a highly useful skill set in business. Pursuing objective information to drive decisions is a critical component of managerial decision-making.



Creative

Creativity is how we make our lives meaningful and by valuing your creativity, owning, and honouring it, you will move into a life that is purposeful, truthful, and feels free.

Hard Work

Once you know your objective, working hard can be extremely effective. You know where you are going and what to do to get there.

Team Player

Teams aren't just about collaboration, bringing together different perspectives and skills. Teams are about candid communication and a frank exchange of ideas for the purpose of finding a better way to act.



English
language,
international
students,
diversity
policy



Active
university
housing
support of
international
students

**Erasmus
School of
Economics**



Full-facility campus:
bikes, copy-shop, bars,
hairdresser, restaurants,
bookshop



Physical
condition
facilities,
sports
building,
tennis court



State-of-the-
art student
study
support and
educational
facilities



State-of-the-art library with full access to all academic knowledge worldwide

Erasmus
School of
Economics



Brand new
work spots &
self-study
facilities
(fast Wi-Fi
everywhere)



State-of-the-
art digital
examination
and
assessment



Concerts
and events
at the
campus of
Erasmus
University

**Erasmus
School of
Economics**



Rotterdam is
the most
modern
Dutch city:
*'Manhattan on
the Meuse
river'*



Bars,
restaurants,
theatres and
cinemas in
Rotterdam =
great fun!

Application ESE Master of Science in Marketing

- Send your application to ese-admission@ese.eur.nl (Dutch diploma, HBO diploma) or master-info@ese.eur.nl (international diploma), including the following information:
 - Add your name (and, if applicable, your Erasmus University Bachelor student number)
 - Clarify your enrollment; do you intend to take the full Master of Science in Marketing program including writing a Master Thesis? If not, please explain what it is you would like to do.
 - Describe your educational background (do you have a BSc at Erasmus University, BSc at other university, schakelprogramma, HBO or another Bachelor-level educational background?)
 - Do you have a Bachelor degree or when do you expect to have a Bachelor degree?
 - Which educational institute have you studied or where is it you study right now? (Please add a valid copy of your diploma)
 - What is your nationality?
 - What is your cell phone number where we can contact you?
 - What is your e-mail address where we can contact you?



Apply for the
ESE Master of
Science in
Marketing
now!