



Business Management Marketing

FULL ENGLISH DEGREE PROGRAM

www.odisee.be

Bachelor of Business Management

with a major in Marketing

Marketing has been caught in a transitional curve for years now. As an international degree program, we're trying to stick to the latest changes and trends in the world of business and marketing. Modern companies are always looking for competent, young employees with a good working knowledge of international business, communication, marketing and sales. If you want to become the one they're looking for, our Bachelor of Business Management with a major in Marketing is the way to go!

Close collaboration with companies

Intense collaborations with businesses is the core of this hands-on bachelor's degree. Guest speakers, company visits and in-company trainings make you discover what doing business in the real world is all about.

- In your second year you get a first taste of life in a business environment, during a two-week placement at a company of your choice.

- In your third year you will participate in a three-month work placement in Belgium or abroad to become familiar with the expectations and requirements of business life. This kind of business-oriented education will enable you to acquire the right competences to enhance your employability and general entrepreneurial skills.
- You will also write your bachelor's thesis during your third year.

Create your own niche

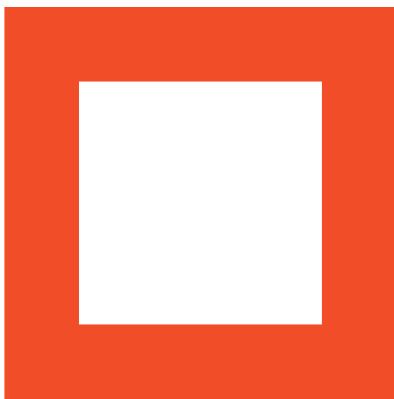
Our BBM program is based on three main pillars:

1. Specialized marketing training
2. Foreign languages
3. Business expertise

This allows you to acquire specific competences. We offer a variety of practical workshops and courses, both mandatory and elective, ranging from case studies and company visits to guest speakers and conferences.

Practical approach

We offer a practice-oriented program but always hold on to strong theoretical underpinnings. Our students learn from practical projects, offered by our partner companies. Students always present their advice to a panel of professionals. They are challenged to develop a broad range of skills in the field of marketing. Odisee also encourages its students to grow their networking skills to develop business contacts.



STUDY PROGRAMME

BRUSSELS
CAMPUS

YEAR 1 YEAR 2 YEAR 3

BUSINESS ORIENTATION

Intercultural Agility for Business	•		
Micro and Macro Economics	•		
Principles of Law	•		
Financial Business Management	•		
Business Ethics		•	

BUSINESS COMMUNICATION

Advanced Business English I	•		
Visual Communication skills	•		
Academic Writing	•		
Advanced Business English II		•	
Business Communication and Reporting Techniques		•	

INFORMATION MANAGEMENT

ICT & Organisation	•		
ICT & Marketing		•	

MARKETING

Marketing	•		
Marketing Planning and Marketing Mix	•		
Consumer Behaviour	•		
Digital Marketing		•	
Marketing Communication		•	
Research Skills		•	
Statistics for Market Research		•	
Integrated Digital Marketing			•
Market Research and Analysis			•
Communication Management			•

COMMERCIAL MANAGEMENT

Sales, Purchasing and logistics	•		
Commercial Budgeting		•	
Sales Management			•

LEARNING BY DOING

Business Organisation & Human Resources	•		
Personal Development Skills	•		
Business Project Weeks (in total 3 times)	•	•	
Business Skills		•	
Project Management and Marketing Project		•	
Business Project Marketing			•
Bachelor Thesis			•
Work Placement			•

LANGUAGE (choose one of the six* options)

Dutch I, II & III	•	•	•
French I, II & III	•	•	•
Spanish I, II & III	•	•	•
German I, II & III	•	•	•
Business Dutch I, II & III	•	•	•
Business French I, II & III	•	•	•

*restrictions apply based on secondary school diploma/language knowledge

ELECTIVE MODULES (choose one of the 4 "minors" packages of 4-5 courses)

European Business		•	•
Digital Brand and Campaign Management		•	•
Sustainable Business		•	•
Marketing Logistics		•	•

International study options during BBM program (optional)

- **In YEAR 2:**
project week abroad
- **In YEAR 3:**
study semester abroad
- **In YEAR 3:**
work placement & bachelor thesis in/outside Europe



CHECKLIST DOES THIS SOUND LIKE YOU?

Our BBM program is something for you if:

- You are naturally curious and like keeping up with the latest trends
- You have a solid level of spoken and written English
- You enjoy working with other people
- The idea of developing a brand strongly appeals to you
- You can't wait to start working on your first marketing plans
- You want to prepare yourself for a business/marketing job in Flanders or Europe

NEW!

More information on
odisee.be/BBM

NEW!





AFTER GRADUATING

“81 nationalities in our BBM-program.”

As a marketer you want to be innovative to meet your customer’s needs, you will want to tackle the right market for your products and services. Going forward, you will create plans for new markets and products. You will manage smart communication campaigns to make a product or a service more desirable. Marketing and sales tasks often go hand in hand. One thing is certain: the job will never be boring!

Where will you work?

Marketeers have a wide range of job possibilities. The number of job offers and the variety of sectors you can start in, are impressive. A small selection of jobs you can do with a marketing degree: product manager, market researcher, communications or publicity manager, sales manager, sales director ...

Study Opportunities?

With your recognized English bachelor’s degree, the sky is the limit. You will be eligible to register for numerous bachelor and master degrees all over the world.



For me, the BBM is very interesting because it is so international. There are people here from every corner of the world. It is also great being based in Brussels as it is the centre of business as well as an amazingly culturally diverse hotspot. I also like the way the courses are taught. The focus is on practical knowledge, with many of the lecturers having extensive experience in their fields.

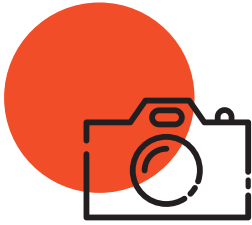
Jolyan (UK)

Opted for BBM at Odisee



Studying an international bachelor's degree program in business management offers students the opportunity to study in the vibrant heart of Brussels. For me the diversity of the program, combined with an internship surrounded by real life experiences and different languages provided me an unique advantage. Studying BBM not only provided me a globally relevant education, but also immersed me in a dynamic business environment, fostering cultural diversity, networking opportunities, and real-world experience that were essential for my career.

Chelsea Arreymbi Enanga



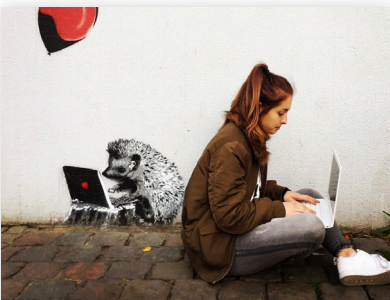
IN THE PICTURE



🎯 Doggies! Thanks to our student Services dogs came to campus Brussels #support #exams #hugs



🎯 Summer vibes? #odisee #summer



🎯 Found myself a study buddy #exams #odisee #student

PRACTICAL INFORMATION

Tuition fee

- **Increased** tuition fee for non-EEA students, with a student visa or residence permit, who wish to enroll for the 1st time for the Bachelor of Business Management at Odisee is 3950 EUR (2024-2025).
- **Regular** tuition fee for all other students who wish to enroll for the Bachelor of Business Management at Odisee is 1116 EUR (2024-2025).
- Please visit our website for more information: www.odisee.be/en/tuition-fees

Admission

- If you have a Flemish secondary school diploma, you can enroll right away.
- If you have obtained your secondary school diploma outside Flanders, you need to apply for admission. More information: www.odisee.be/en/registration-non-flemish-diploma

Contact

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OPEN DAYS 2024

Saturday, March 9

Saturday, April 27

Saturday, June 22

Saturday, September 7

Odisee
UNIVERSITY OF APPLIED SCIENCES