

## BACHELOR EN MARKETING & BUSINESS DEVELOPMENT

### STUDENTS IN BACHELOR HAVE TWO INTERNSHIPS TO DO:

> The 1<sup>st</sup> internship starts at the beginning of the 2<sup>nd</sup> year: between early July and the end of January, for 5 to 6 months.

> > The 2<sup>nd</sup> internship starts at the end of the 3<sup>rd</sup> year: from early February, for 5 to 8 months.

### WHAT POSITIONS CAN STUDENTS HOLD DURING THEIR INTERNSHIPS? ?

Students are fit to join different departments such as Marketing, Sales/ E-commerce/Retail of a company, at an assistant level of jobs below :

Digital Marketing Manager · Brand Manager · CRM / Data manager · Product Manager · Marketing Manager · E-Commerce Project Manager · Area Manager · Sales Manager · Store Manager · Account Manager · Branch Manager · Development Manager · Project Manager · Omni-Channel Manager · Customer Experience Manager · Consumer Insight Manager · Consulting Manager · Online Traffic Manager

Student's skills vary depending on their educational attainment. Those are detailed below.

## 1<sup>st</sup> INTERNSHIP

**WHAT IS THE PROFILE OF A 2<sup>nd</sup> YEAR STUDENT ?** The student has completed full-time education which has enabled them to develop a solid foundation in analysis and has been introduced to marketing, business, and (social) media strategy; they also have a good command of new media, tools, and digital techniques to engage in the implementation of strategies."

During their early 2<sup>nd</sup> year internship, students will be able to carry out the following tasks within your company:

### MARKET & CONSUMER ANALYSIS

- Analyze macro-trends and their short-term and long-term impact.
- Ensure competitive and technological monitoring.
- Conduct qualitative and quantitative market studies.
- Search for strategic and operational insights.

### BRAND & MARKETING STRATEGY

- Conduct a benchmark of competitors.



- Conduct a brand audit in its digital ecosystem and identify issues.
- Assist in conducting image studies.
- Activate digital marketing levers (website, social media, email, etc.) to serve the overall marketing strategy.

#### **SALES & NEGOTIATION**

- Define a cross-channel sales strategy and a comprehensive and feasible business plan.
- Conduct an analysis of a company's product or service portfolio.
- Develop a prospecting plan.
- Create a sales pitch using storytelling techniques and compelling presentations.
- Conduct a negotiation interview, dealing constructively with objections.

#### **SOCIAL MEDIA & COMMUNITY MANAGEMENT**

- Develop a brand's presence on Facebook, Instagram, TikTok, and YouTube, tailored to the target audiences.
- Define objectives and corresponding performance indicators to optimize.
- Establish an editorial line and develop editorial calendars for each platform.
- Manage the accounts.

#### **MEDIA & ANALYTICS**

- Analyze media targets and design off/online media plans: Planning, Budget, KPIs.
- Create, manage, and optimize Facebook/Instagram Ads & Google Search campaigns (certified student).
- Optimize natural referencing.
- Analyze statistics with Google Analytics and create a report.

#### **PROJECT MANAGEMENT**

- Develop and plan the specifications.
- Define the roles of partners in the collaboration process.
- Implement collaborative tools (TEAMS, Miro, Google Workspace) to share the information necessary for task execution.

**REMUNERATION** - The recommended monthly gross salary range for our 2nd year Bachelor students is between 500.- CHF and 1500.- CHF. Different remuneration applies abroad.