



3CONTINENT MASTER IN STRATEGIC MARKETING

*Develop the necessary skills to build a
successful career in marketing and business,
wherever in the world you choose to work.*

**OPENING MINDS
TO IMPACT THE WORLD**

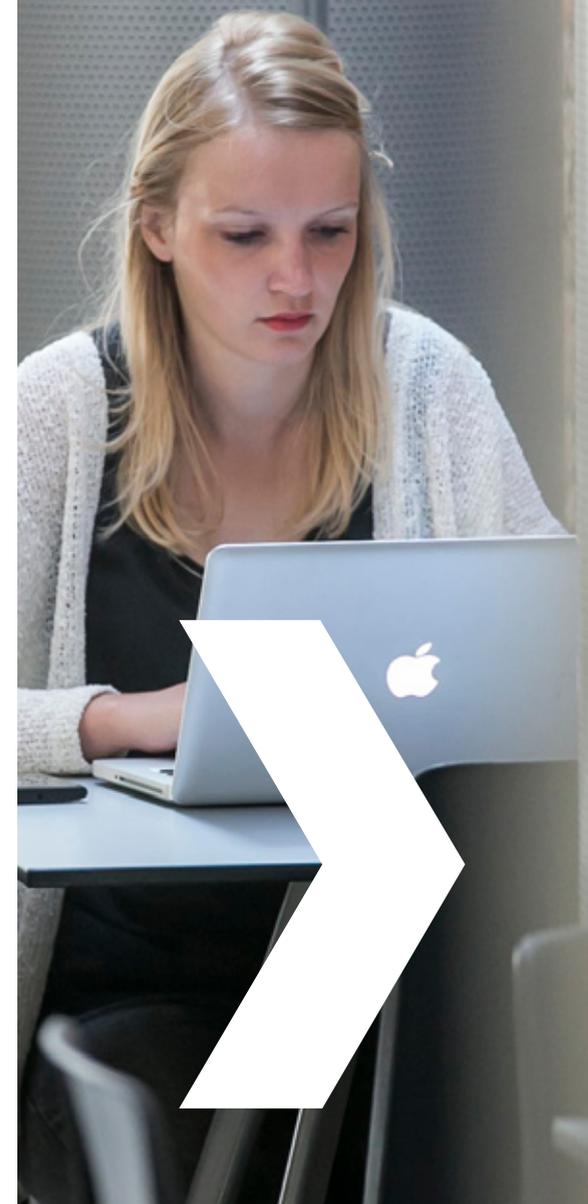
FULL-TIME MASTERS



The 3Continent Master in Strategic Marketing is a 10-month, full-time master program designed for recent graduates with limited or no professional experience. The program offers state-of-the-art insights in global business and marketing, and provides them with both the academic knowledge and the practical skills needed to pursue a successful international career in business and marketing. Throughout the year, students gain practical experience in advanced market research, quantitative and qualitative data analysis, strategic planning and marketing in a unique global setting: Learning, working and living in Antwerp, Brazil and New York City.

AFTER ATTENDING THIS PROGRAM:

- 1** You are able to anticipate and forecast consumer trends, reveal consumer insights, and identify marketplace opportunities
- 2** You are able to develop, analyze, and use marketing metrics and analytics, converting existing data into actionable information
- 3** You are able to use quantitative methods and models to make effective marketing decisions
- 4** You are able to act on your ambitions concerning personal leadership and a “sustainable” career path
- 5** You are trained in a variety of business skills and attitudes, e.g. multicultural awareness, perseverance, teamwork and leadership
- 6** You will have developed a global perspective on business and marketing



CURRICULUM

ANTWERP (SEPTEMBER - DECEMBER)

Perspectives on Global Business and its environment
Customer-driven Marketing
Consumer Behavior
Marketing Research Portfolio
B2B & Global Marketing
Personal & Career Development

BRAZIL (JANUARY, 2 WEEKS)

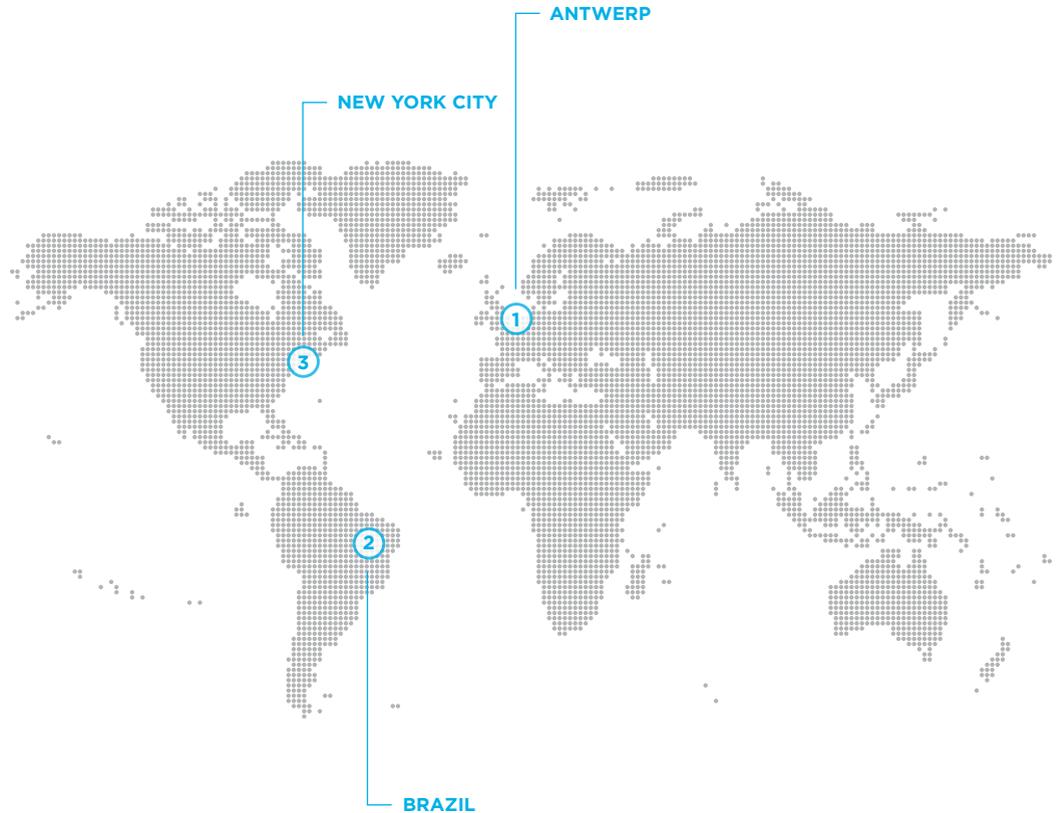
Study Tour Brazil: Bottom of the pyramid marketing

NEW YORK CITY (JANUARY - JULY)

Data-driven Marketing Decisions
Revealing Consumer Insights
Language of Consumers
Applied Customer Relationship Management
Digital Marketing Analytics
Marketing Strategy
Marketing Decision Models
Applied Project
Personal & Career Development

TOTAL 60 ECTS

You will obtain two master degrees: the **3Continent Master in Strategic Marketing** from Antwerp Management School and the **Master of Science in Marketing Intelligence** from Fordham Gabelli School of Business.



PERSONAL CAREER DEVELOPMENT PORTFOLIO AND CULTURAL AWARENESS

1

The Personal Development Portfolio included in this program will accelerate your personal growth with regards to self-awareness, interpersonal communication skills, as well as teamwork and leadership capabilities. While increasing and deepening your self-awareness, you will understand what drives you as a person, what your natural strengths are and how you are perceived by others.

1

PERSONAL DEVELOPMENT

2

Combining your personal development with insights in cultural awareness, such as cultural differences and intercultural aspects (time management, competences and strategies), will both professionally and personally change your outlook on life.

2

MULTICULTURAL ENVIRONMENT

3

HANDS-ON LEARNING

3

This program exceeds the traditional university teaching and learning styles. Interaction and initiative are crucial to succeed. Students are expected to actively participate in class discussions, analyze business cases, prepare business presentations, report by means of group papers and engage in multiple assignments. In all courses the focus will be on the practical application of concepts in real business life.

4

INTERNATIONAL FACULTY & NETWORK

4

By working intensively with people from different backgrounds and in different settings across 3 different continents, you become part of an international professional network.

PROF. DR. SERTAN KABADAYI

Global Marketing Management – Fordham Gabelli School of Business, New York

“When I talk to alumni, they always tell me about how they were able to start using what they had learned from us on their very first day on the job. This is what we aim for. We combine different skillsets: Theoretical and practical, quantitative and qualitative, etc. But the goal is always: Let’s look at how you can apply this in a real business situation. It’s all about applied experiential learning.”



AIM FOR A CAREER IN GLOBAL BUSINESS AND MARKETING

DEVELOP BUSINESS AND MARKETING INSIGHTS IN 3 DIFFERENT CONTINENTS

During the first semester in Antwerp, you will be introduced to the global business context and the foundations of marketing and strategic management. After uncovering the dynamics of consumer behavior, you will explore specific applications of B2B and global marketing at the end of the semester.

At the beginning of January, you will travel to Brazil for a 2-week study tour at Fortaleza University in Ceará. On this tour, the focus will be on new sustainable business opportunities and contemporary marketing tools, using social and online media in a grass roots economy. This is an excellent study location since this province is still in full economic expansion while at the same time the characteristics of a developing region can still be observed.

In the second half of January, you will move on to New York City, the world center stage of marketing and advertising. The Gabelli School of Business of Fordham University will welcome you at their campus in the very heart of Manhattan. Until the beginning of July, you will learn about a diversity of marketing topics such as data-driven marketing decisions, consumer insights, digital marketing analytics, marketing metrics, big data, marketing decision models, etc.

This program offers you state-of-the-art insight in global business and marketing, and provides both the academic knowledge and the practical skills to enable you to pursue a successful international career. The specialization in marketing will facilitate your entry in the job market of international marketing, media and advertising, while the wider scope of global business during the first semester will help to accelerate your career in the longer run.

WORK ON A MARKETING PROJECT WITH A COMPANY LOCATED IN NEW YORK CITY

Towards the end of the academic year, you will work on a marketing project with a company located in New York City. That organization will provide you with actual data and insights into their current challenges, after which you are to analyze and present them practical solutions and opportunities.

This consulting activity is the conclusion of your immersion in the theory of marketing management and strategic management. In Antwerp and New York you will have dug deeper into specific applications in the fields of business-to-business marketing and global marketing and at Fortaleza University, Brazil, you will have experienced first-hand what the opportunities and challenges of these practical applications are in a developing region. An entire year of guidance and study will prepare you for this great conclusion of the program and the start of your career.

Antwerp Management School also offers the following one year full-time Masters' Degrees to recently graduated candidates:

- MASTER OF CHINA-EUROPE BUSINESS STUDIES
- MASTER OF GLOBAL MANAGEMENT
- MASTER OF GLOBAL SUPPLY CHAIN MANAGEMENT
- MASTER OF MANAGEMENT INNOVATION & ENTREPRENEURSHIP
- MASTER OF FINANCE
- MASTER IN HET MANAGEMENT (DUTCH)
- MASTER IN HUMAN RESOURCE MANAGEMENT (DUTCH)

› FIND OUT MORE AND APPLY HERE
www.antwerpmanagementschool.be/3CMSM

› CONTACT ME



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ACCREDITATIONS



PRME



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The best Masters and MBA worldwide

