

# COMMUNICATION

## TILBURG - EXCHANGE PROGRAMME CREATIVE ADVERTISING

2023-2024



Fontys

> FOR SOCIETY



**WELCOME TO FONTYS UNIVERSITY OF APPLIED SCIENCES.**

**WE ARE HAPPY THAT YOU HAVE TAKEN AN INTEREST IN**

**THE EXCHANGE PROGRAMME 'CREATIVE ADVERTISING'!**

The exchange programme takes part in the 2nd year of the BSc. in Communication and is very much a hands-on course where you directly apply the skills you learn as you go along.

The Creative Advertising exchange programme offers students many ways to build impressive portfolios. Students pursuing the exchange programme will be working in project groups with Dutch students of the Communication major. Together they will be working on campaigns for actual organisations, Coca-Cola, Madame Tussauds or LEGO. The exchange programme Creative Advertising is a fulltime programme and has 20 hours of class a week. It is appropriate for students interested in developing a better understanding of advertising and the customer journey, utilizing emerging digital communication technologies.

We believe that today's students will be communication professionals in 'tomorrow's world', with a different set of rules, different opportunities and different boundaries. We educate students for a world that doesn't yet exist, a world that we can try to imagine, but one that is unpredictable. That's why we embed a lifelong love of learning to inspire, excite and to engage our students. Fontys Marketing and Communication is a vibrant, inspiring place with professors and lecturers with open minds, that all have a broad background in the advertising industry.



**Students will be working on advertising campaigns for real life companies such as Madame Tussauds, Vodafone or Mars.**



Fontys Marketing and Communication provides a five-month international exchange programme designed to Erasmus and other foreign students. The exchange programme is a total package of 30 ECTS in lectures, workshops, individual studies, exams, papers and a practice period where we work in project groups. Minimum level required is English CEF B2.

## EXCHANGE PROGRAMME BUILD-UP

Over the course of the semester, we will teach you how to build a campaign in an international setting. You will be working for a real-life international brand where the campaign you will build addresses a challenge that the company is facing in the present.

We believe that building a strong advertising campaign consists of three important components. Each of them crucial to delivering the best possible end-result. You start by mapping the 'customer', trying to find out everything you possibly can about his or her life and behaviour. Secondly, you will take a closer look at the journey the customer experiences when in contact with the brand. And last but certainly not least, you combine everything you have found out about the customer and the brand in a strong campaign where you focus on all relevant channels out there today.

### Customer Experience Management (15 ECTS)

The customer today is increasingly dynamic, digital and everchanging. If you do not place the customer at the centre of your company's strategy it becomes increasingly difficult to create a competitive edge. In the first 8 weeks you start mapping the customer in detail. You will take a look at the online and offline behaviour of the customer. You will go out coolhunting, exploring new trends and (digital) developments that shape the 'business' environment of today. All of this to determine where your product touches the customer. You will map these touchpoints in order for your client to build a campaign that is perfectly targeted to, and aligned with their customer needs. Best part..you will go live with your campaign using Google Ads, Meta Business Suite and LinkedIn marketing. After 12 weeks, you will take one theoretical exam covering all and everything you have learned. In addition you will present a customer profile in an assessment where you will be tested on your knowledge of the customer of the real-life brand you are working for.

### The Campaign (15 ECTS)

After 8 weeks, an exam and a well deserved autumn break, you will get to build a campaign for an international client and compete in the world-renowned Ad Venture challenge by EDCOM. You will learn all about building a perfect campaign in an international setting. Subjects you can expect are cultural communication, global advertising, (online)marketing and return on investment. At Fontys we strongly believe in making your ideas come true. We therefore ask you to make your campaign come alive by producing the media that support your campaign. We will introduce you to immersive tech, video editing, InDesign, Photoshop and 3D-printing amongst others.

*\* Keep in mind that you will face travel expenses of €50,- to €100,-.*



> FOR SOCIETY

## LOCATION & CONTACT

### Fontys Marketing and Communication

Stappegoor Campus P4  
Prof. Goossenslaan 1-02  
5022 DM Tilburg  
The Netherlands

#### Contact:

Mr. Joep Peeters  
Programme coordinator  
joep.peeters@fontys.nl



[www.fontys.edu/cca](http://www.fontys.edu/cca)

Ms. Cindy Frishert, Ms. Janneke Aussems  
and Ms. Katelijn Busser  
International Desk  
fehtinternationaldesk@fontys.nl