

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.



This master offers state-of-the-art insights in global business and marketing and provides academic knowledge and the practical skills needed to pursue a successful international career in business and marketing.

- Gain practical experience in advanced market research, quantitative and qualitative data analysis, strategic planning and marketing in a unique global setting: learning, working and studying in Antwerp, Brazil and New York City.
- Obtain two master's degrees in one year: the 3Continent Master in Strategic Marketing from Antwerp Management School and the Master of Science in Marketing Intelligence from Fordham Gabelli School of Business.

- Discover three different continents, work intensively with people from different backgrounds and become part of an international professional network.

Career Prospects

Graduates from this program start working in a variety of companies and industries:

L'Oreal, Volvo Cars, Agricultural Bank of China, Deloitte Consultancy, Cisco Systems, Nestle S.A., Barco, TriFinance, Telenet, Accenture, Tata Consulting Services, Norwegian Cruise Line, National Treasury of South Africa, Björn Borg, BBM, MediaCom, Adidas Group, Danone.



“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 to look at how you can apply this in a real business situation. It's all about applied experiential learning.” — Prof. Dr. Sertan Kabadayi – Global Marketing Management – Fordham Gabelli School of Business, New York City

Curriculum

Antwerp: September - December

Perspectives on Global Business and its environment

- Business Drivers and Business Growth
- The Economic Environment: micro & macro perspectives

Customer driven Marketing

- Marketing Management
- Content Marketing

Consumer Behavior

Marketing Research Portfolio

- Statistics & SPSS Workshop
- Intro to marketing research
- Survey & questionnaire Design
- Marketing analytics (metrics)

B2B & Global Marketing

Study Tour Brazil: Bottom of the pyramid marketing

Career Development portfolio

- Leadership & career development
 - Intercultural Awareness in Business
- + *Study Tour Brazil*

New York: 15 January - 30 April

Revealing consumer insights

Language of consumers

Applied Customer Relationship Management

Digital Marketing Analytics

Data Driven Marketing Decisions

Career Development Portfolio

New York: 10 May - 30 June

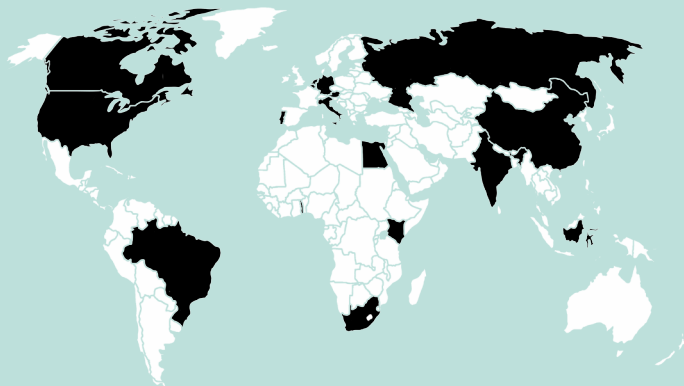
Master project

- Marketing Strategy
- Marketing Decision Models
- Applied Project

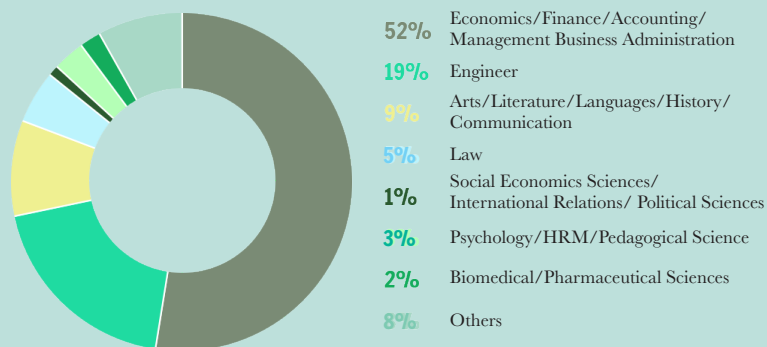
Career Development Portfolio

Total credits: 61

Nationalities of previous students



Prior education



"I liked the completeness of the program. Ranging from theoretical and creative classes in Antwerp, to company visits in Fortaleza and data-oriented and project based classes in New York. With this I felt comfortable enough to apply for any type of marketing job out there."

— Alumnus Stephan Roosen

Note: All courses are subject to change



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