

MOVING MINDS

International Marketing Week

17th edition

31 March – 5 April 2019



Our University College



UC Leuven-Limburg



Moving Minds,
always in movement,
open in a complex world,
ready for strong-minded students
who want to move toward the future together.



UC Leuven-Limburg



- Flanders' second largest university college
- 30 higher-education, profession-oriented study programmes
- 15 000 students
- 10 campuses in the provinces of Flemish-Brabant and Limburg





UC Leuven-Limburg



Professional bachelor programmes
in 5 faculties:

- **Management**
- Technology
- Teacher Education
- Health
- Welfare





Management

Campus Proximus - Leuven



Bachelor of Business Management

- Accountancy and Taxation
- Finance and Insurance
- **Marketing**
- Law
- Small Business Management

Bachelor of Office Management



Management

Campus Proximus - Leuven



Post-initial Bachelor: Bachelor of Advanced Business Management

- Track International Business Management (in English)
- Track Management & Entrepreneurship
- Track Culture Management
- Track Human Resources Management
- Track International Law
- Track Digital Marketing & Communication
- Track Sport Management
- Track Supply Chain Management





Management
Campus Proximus - Leuven



International environment – Programmes in English

- Exchange students
- Bachelor in Business Management - Marketing across Europe (BME)
- Bachelor Business Management Marketing (BBM)
- Post-initial Bachelor International Business Management



Management
Campus Proximus - Leuven



Exchange students

- **Fall semester:** wide range of marketing-oriented courses
- **Spring semester:** wide range of courses on marketing, communication, finance and law topics
- www.ucll.be/international/exchange-programmes



We are in Leuven, the student city



Leuven...



... the student city of Flanders

with a vibrant student life
because of the 50 000 students
together with 100 000 inhabitants





Leuven...



... a historical city center

with its Old Market Square
the longest bar in the world



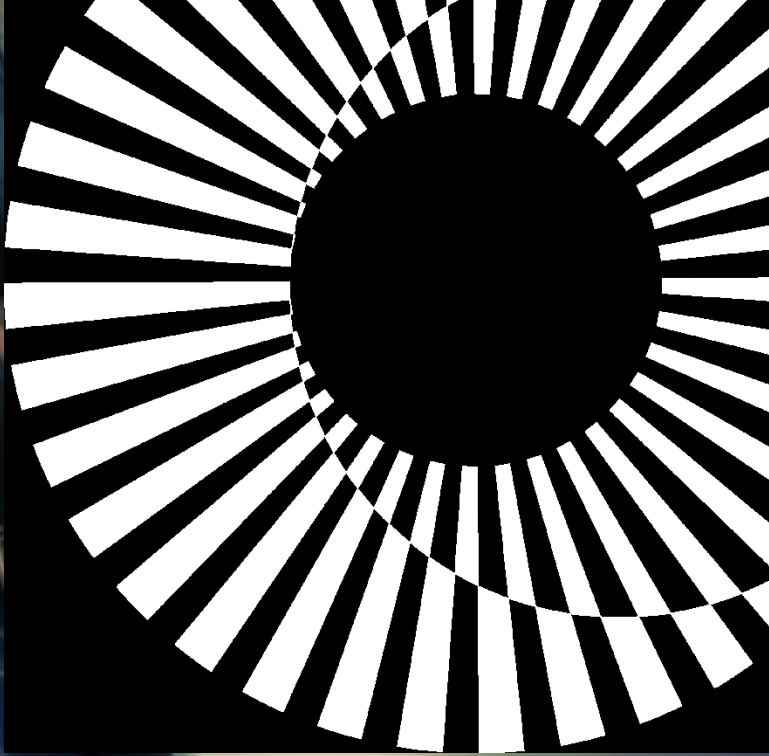


Leuven...

... a entrepreneurial city

hosting the headquarters of ABInBev
where you can taste a Stella
and enjoy your Leffe





Our International Marketing Week



From Logo 2 Branding

A challenge for creative European marketers



Leuven – Belgium
31 March – 5 April 2019



From Logo 2 Branding

A challenge for creative European marketers



The winner of 2017 in the press

Bubbles from Belgian apples

Seprosa® is a new, sparkling wine from *Haspengouw*. Different to a traditional sparkling wine, it is made of apples and pears.

Seprosa® is made according to the well-known *méthode traditionnelle*, with a second fermentation in the bottle.

...

The name Seprosa® was developed during the International Marketing Week at UCLL in Leuven, participated by 150 students from different countries. It was chosen by an international jury out of 32 proposals.

Seprosa®, or 3 times *prosit*, is the abbreviation of the Arabic 'seha', the Dutch 'proost' and the French 'santé'.

Not only the name but also the label, logo and baseline were developed by the students.



From Logo 2 Branding

A challenge for creative European marketers



Modules

- Market research
- Marketing communication strategy
- Consumer behavior
- Copywriting
- Graphic design
- Sales techniques





From Logo 2 Branding

A challenge for creative European marketers



If you would like to get a taste of last year's edition, have a look [here](#)



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The programme, all practical information and the registration procedure can be found on [our website](#).



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