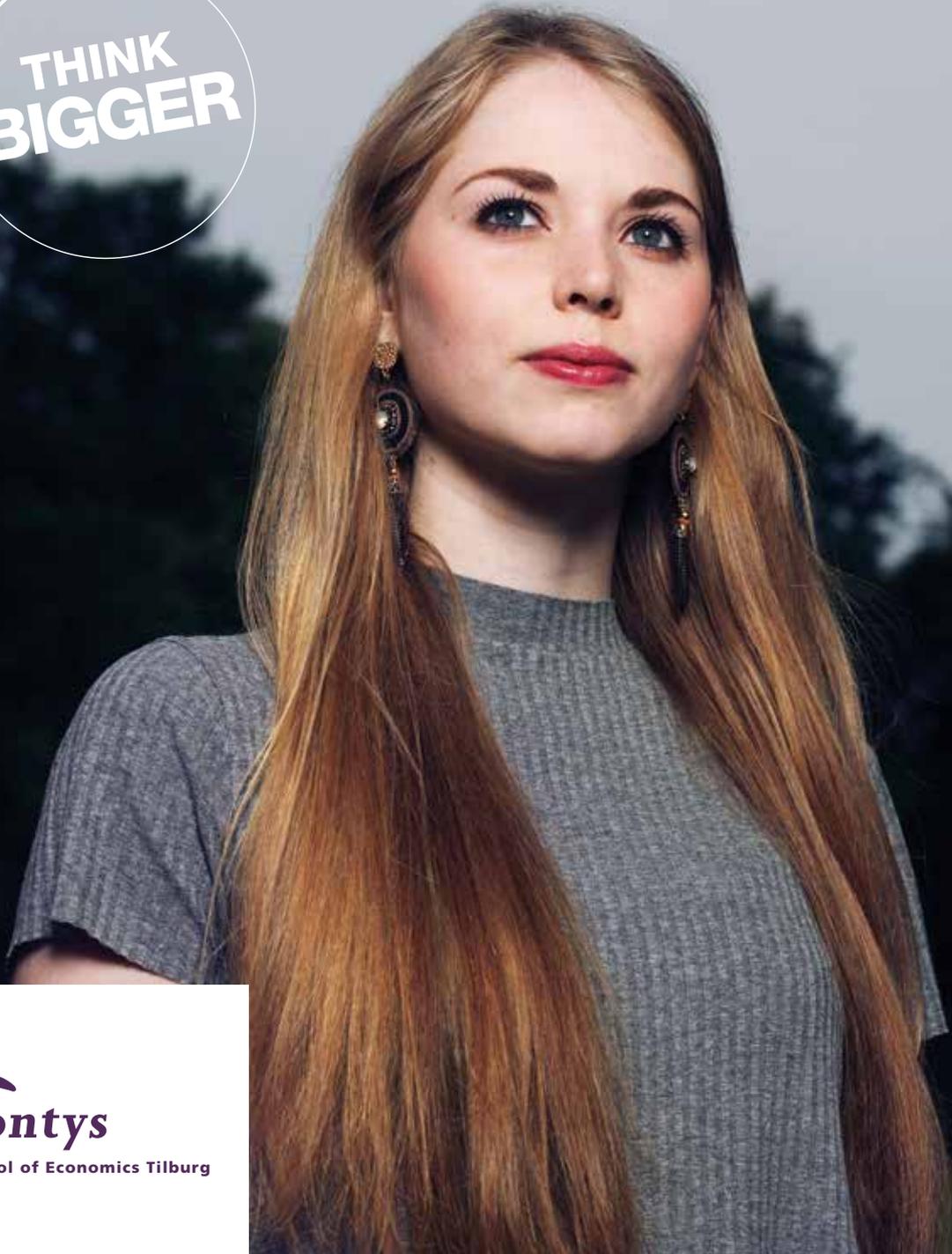


COMMUNICATION

TILBURG - MINOR CREATIVE ADVERTISING

2019 - 2020

THINK
BIGGER



School of Economics Tilburg



STUDENTS WILL BE WORKING ON ADVERTISING CAMPAIGNS FOR REAL LIFE COMPANIES SUCH AS MADAME TUSSAUDS, VODAFONE OR MARS.

Welcome to Fontys University of Applied Sciences. We are happy that you have taken an interest in the minor 'Creative Advertising'! The minor 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 Advertising minor offers students many ways to build impressive portfolios. Students pursuing the minor will be working in project groups with Dutch students of the Communication major. Together they will be working on campaigns for actual organisations, such as Madame Tussauds, Jupiler or Mars. The minor in advertising requires 18 hours of course work a week and 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 a one that is unpredictable. That's why we embed a lifelong love of learning to inspire, excite and to engage our students. Fontys School of Economics is a vibrant, inspiring place with professors and lecturers with open minds that all have a broad background in the communication industry.



Minor 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 & its journey (15ECTS)

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 7 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 to build a campaign that is perfectly targeted to, and aligned with your customer needs. After 7 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 (15ECTS)

After 7 weeks, an exam week and a well deserved autumn break, you will start to build you campaign. Of course using every little piece of customer insight from the customer profile you compiled. You will learn all about building that 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 videomaking, indesign, photoshop and 3D-printing amongst others.

Studytrip (optional)

You will have the opportunity to travel with us to Singapore. The absolute hub of South East Asia and the bridge between the East and West. Here you will get the chance to present the results of your campaign to the brand you will be working for over the course of the semester. In addition, you will visit industry relevant companies and explore the world of communication in Asia. This trip is optional and not required for you to complete the semester.



Fontys School of Economics provides a five-month international minor designed to Erasmus and other foreign students. The minor is a total package of 30 EC in lectures, workshops, individual studies, exams, papers and a practice period. Minimum level required in English is B2 of the Common European Framework of Reference for Languages.



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