

About Marketing Association EUR

The Bachelor Consultancy Project is organized by Marketing Association Erasmus University Rotterdam (MAEUR). MAEUR is one of the largest marketing study associations in the Netherlands. We bridge the gap between students and corporate life by hosting a variety of events and projects connected to the world of marketing and data.

About the Bachelor Consultancy Project

Together with four other students, you will work as a student consultant and help a company with a current and real-life issue. The BCP gives students the opportunity to conduct research for an interesting company. The project will be supported and evaluated by a consultancy firm. Previous projects entailed for example creating a market entry strategy, customer & segmentation analysis, and discovering emerging trends.

Why BCP? (12-14h p/w)



Gain experience as a student consultant



Broaden your network and come into contact with your potential employers



Strengthen your analytical, management and team working skills



Boost your CV with practical skills



Become a member of MAEUR (for free!): get inspired during different events and activities

Are you...

- A motivated student that is ready take on a challenge?
- A team player with strong communication skills?
- Eager to learn and interested in the field of consultancy?
- A third year bachelor student?

Then apply for the Bachelor Consultancy Project! Previous consulting experience is not required, but definitely an advantage.



Timeline

End of September

Official kick-off

October - November

Desk research

November - December

Field research

December - January

Final report + presentation