

My Path After School

By Giacomo Alpiani



Timeline

European School Frankfurt
Graduation
2015



San Diego State
University
Exchange Semester
2017



Leo Burnett
Social Media
Internship
2017



2015 - 2018
Erasmus University Rotterdam
International Bachelor in
Communication & Media
(BSc)

Timeline

MSc Marketing Management
Rotterdam School of Management
2018 - 2020

**Advertising
Graduate**



**Brand
Specialist**



**Music Projects
Specialist**

Red Bull
2021 - Present

RSM
Erasmus

ie
BUSINESS SCHOOL

JDE

RSM
Erasmus

Red Bull

2019

**Instituto de Empresa
(IE) Madrid**
Exchange Semester

2020 - 2021

Jacobs Douwe Egberts
Marketing Internship

International Bachelor Communications & Media (BSc)

How do you best communicate a brand's campaign?
What does communication have to do with running
a country?

Communications is an interesting and quite broad
degree, goes from studying and predicting media
trends to learning about persuasion, improving
presentation skills, being creative and thinking out
of the box, always analyzing the social, political,
economic and cultural impact.

Possible outlooks: Marketing, journalism, public
relations, public diplomacy, media, human
resources, ...



International Bachelor Communications & Media (BSc)

Key Courses:

- Global Advertising, Media Campaigns, Transmedia Entertainment and Marketing, New Media Production, Public Diplomacy, Statistics...

Other Facts:

- International & diverse environment
- Exchange opportunity
- Extracurricular activities
- Customizable curriculum



Master in Marketing Management (MSc)

Marketing is all about learning how to understand and influence consumer behavior, and how to shape it into effective marketing strategy. The master was very business-oriented, with a strong scientific research element + a customizable curriculum.

Key Courses:

- Consumer Behavior, Marketing Strategy, Marketing Research, International Product Management, Neuromarketing, Big Data Analytics

Possible outlooks: Marketing, Consulting, Fashion, Entertainment, Sports, ...



Internships

Good to know:

- Often internships require you to be a student.
- Internships are a great way to gain working experience and give you a more attractive profile once you graduate.
- It's all about balance: Don't overdo it! Enjoy your student life 😊



Moving abroad

My experience:

- First it was SCary.
- Then it was *beautiful!*



Thanks!



Do you have any questions?

If you want to keep in touch:

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