



PARTNERS IN MARKETING

April 2010 – PIM conducts image study for Faculty of Business Economics UHasselt

In a relatively short time, Hasselt University has grown to be a flourishing centre of education, research and services. The Faculty of Business Economics offers bachelor and master programs, more specific in Applied Economic Sciences, Business Engineering, Business Engineering in Management Information Systems and a Master in Management.

The Faculty of Business Economics of makes an appeal to Partners In Marketing to examine which image it has amongst final-year pupils with an interest in an academic economic bachelor or master program. To gain insight in the matter, Partners In Marketing organized group discussions and face-to-face interviews with headmasters, teachers and pupils in the third grade of secondary education.

The pupils also filled out an online questionnaire to sound out which factors play a (decisive) role when choosing a certain university or subject. Schools that participate in the study, receive a report that provides insight into the subject how pupils are choosing what to study and are invited to a network event where the research results will be presented.

On the basis of the research results, Partners In Marketing will formulate a number of tangible recommendations in order to draw up a solid marketing action plan and create more local brand awareness.

