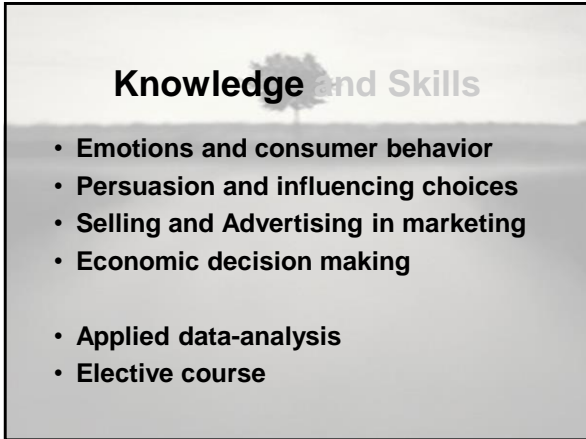




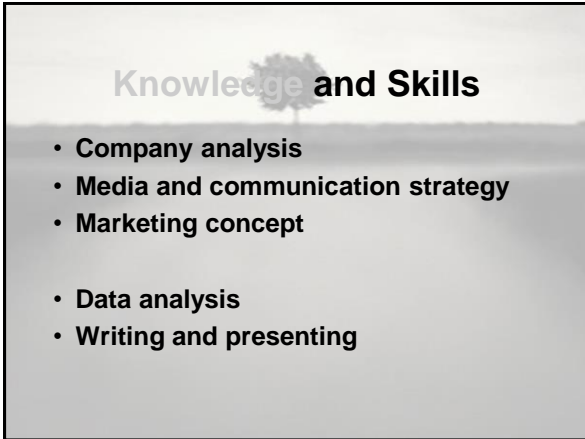
## Knowledge and Skills

Science-based practitioner  
for the private and public sector



## Knowledge and Skills

- Emotions and consumer behavior
- Persuasion and influencing choices
- Selling and Advertising in marketing
- Economic decision making
  
- Applied data-analysis
- Elective course



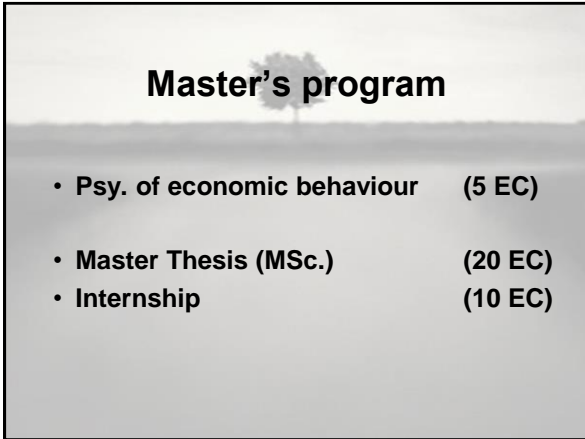
## Knowledge and Skills

- Company analysis
- Media and communication strategy
- Marketing concept
  
- Data analysis
- Writing and presenting



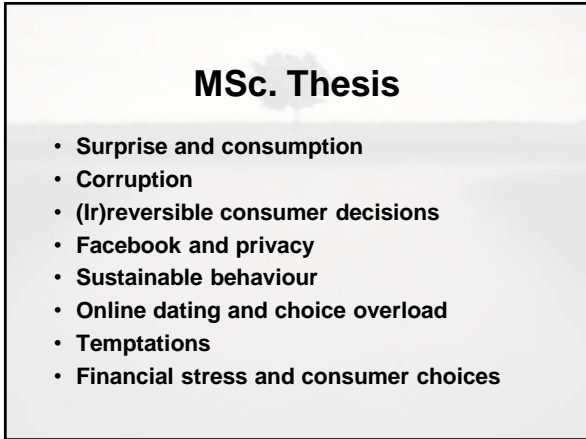
## Master's program

- Emotions & (ir)rationality (5 EC)
- Media & Communication (5 EC)
- Selling & Advertising (5 EC)
- Applied Data analysis (5 EC)
- Elective course (5 EC)



## Master's program

- Psy. of economic behaviour (5 EC)
  
- Master Thesis (MSc.) (20 EC)
- Internship (10 EC)



## MSc. Thesis

- Surprise and consumption
- Corruption
- (Ir)reversible consumer decisions
- Facebook and privacy
- Sustainable behaviour
- Online dating and choice overload
- Temptations
- Financial stress and consumer choices

## Internship



## Life during and after ... ECP at Leiden University

## Completion of the program

No delay	72%
1-6 months delay	20%
7-12 months delay	6%
> 12 months delay	2%

**93% completed program**

*Results alumni survey (N = 90)*

## Reasons for delay

Internship	39%
Addition Master	17%
Extracurricular activities	17%
Other	27%

## Current situation alumni ECP

Paid job – full time	84%
Paid job – part time	7%
Traineeship	1%
Looking for a job	7%

**76% of jobs at MSc. level**

## Securing first job

Before completing ECP	17% (17%)
Less than 1 month	15% (32%)
1-6 months	38% (70%)
6-12 months	10% (80%)
More than 12 months	12% (92%)

**30% was offered a job via internship**

### Problems securing a job

(NB multiple problems could be indicated)

Tight job market	42%
Not knowing what one wants	34%
Qualifications/experience	45%
Other	43%

### Current fields: Top 5

(NB multiple fields could be indicated)

Consumer insights	41%
Advertising	40%
Consulting	36%
Communication	26%
Consumer products	15%

Position related to ECP: 4.8 (7)

### Main tasks: Top 5

(NB multiple fields could be indicated)


Analyzing data (!)	60%
Consulting	53%
Advising	53%
Marketing strategy	53%
Survey research	32%

Average working hours: 42 (SD = 7)

### Salaries alumni ECP

Less than €1,600	30%
€1,600 - €2,500	47%
€2,500 - €3,500	21%
More than €3,500	2%

Satisfaction progress career: 7.5 (10)



That is what we are talking  
about when we talk ...

ECP at Leiden University!