





What are we talking about
when we talk about ...
ECP at Leiden University?

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

- Temptations and consumption
- Pre-filled tax forms
- Curiosity
- Trash in the park
- Cooperation
- Charity
- Negotiations about money
- 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 about ...

ECP at Leiden University!