

Erasmus+ short-term mobilities

Blended Intensive Programme

Announcement regarding the selection of students for the program „*Adapting the marketing plan of a Belgian brewery to fit its new challenges*”

The selection is open for Master's students, in order to occupy 4 places within the **Blended Mobility with Short-Term Physical Mobility program**: "*Adapting the marketing plan of a Belgian brewery to fit its new challenges*". The program is organized by **EPHEC Brussels**, Belgium, and will take place between **March 23-27, 2026**.

Eligibility criteria:

- **Knowledge of English** at a minimum B2 level (compulsory);
- **Knowledge in:** hospitality service management, marketing;
- Students enrolled at master's level, year 1, in the AAOTI and MH programs;
- The average obtained in the previous semester will be a tie-breaker criterion.

About the program:

This mobility offers the opportunity to acquire intercultural competences and explore innovative solutions for marketing strategies in the case of hospitality establishments. (<https://www.ephec.be/adapting-marketing-plan-belgian-brewery-fit-its-new-challenges>)

How to apply:

Application file (PDF documents):

- Candidate's file
- CV europass
- Certificate/proof of English language proficiency
- Letter of motivation for participation
- Declaration of candidacy

The deadline for submitting the selection files is until November 29, 2025 here: [BIP BREWERY – Completați formularul](#)

Interview on December 3, 2025, at the faculty (time and room to be announced later).
Announcement of results on December 5, 2025.

Evaluation criteria:

- Interview (70%)
- Average obtained in the previous semester (Candidates do not need to request certificates with averages from the secretariat, as they will be requested directly by the selection committee) (30%)

Other information on request by email at: adina.negrusa@ubbcluj.ro