Erasmus+ Blended Intensive Programme Short Term Mobilities

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 15-19, 2027**.

Eligibility criteria:

- **Knowledge of English** at a minimum B2 level (compulsory);
- **Knowledge in**: hospitality service management, marketing;
- **Students enrolled at master's level, 1st or 2nd year, in Hotel Management and AAOTI programs;**
- The average obtained in the previous year will be a tie-breaking criterion.

About the program:

This mobility offers the opportunity to acquire intercultural competences and explore innovative solutions for marketing strategies in 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

The deadline for submitting the selection files is **November 20, 2026, 14.00 P.M**. through the form: BIP BREWERY BELGIUM – Fill out form

Interview on November 23-25, 2026, at the faculty (date, time and room to be announced later). Announcement of results on November 25, 2026. Appeals are accepted until November 26, 12:00 PM.

Evaluation criteria:

- Interview (70%)
- Average for the semesters of the previous year (Candidates do not need to request certificates with the 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