



Randstad Topsport Academy = RTA

Alberthe van der Sluis

Randstad Nederland

Bonne Posma

Saxion University of Applied Sciences Deventer [NL]

November 2007

History and Course

- RTA started 1998-1999 in Rotterdam
- In 2006 in Deventer
- Saxion Universities in Enschede, Deventer and Apeldoorn
- Marketing International Management
- Bachelor in Commerce

Randstad

- Historical mission
- Commitment with topsport athletes
- Partner of Olympic Committee of Holland
- Partner of University of Rotterdam
- Partner of Saxion University Deventer
- Workplacement
- Intermediary and counsellor for jobs
- Edith Bosch, Trinko Keen, Kristie Boogert, Teun de Nooijer, Rebekka Kadijk

Saxion University

- 70 Different courses – Bachelor Degree
- 20.000 students Enschede / Deventer / Apeldoorn
www.saxion.nl
- Commitment with topsport athletes for every course (topsport regulations)
 - *Saxion topsport regulation in each course*
- At Academy Marketing International Management:
 - *Randstad Topsport Academie*

Topsport athletes and study

- NOC*NSF
- A – status: top 8 ranking in the world
- B – status : top 8 ranking in Europe
- High potential – status: top 8 ranking in the Netherlands
- Rotterdam:
85 students: year 1 – 2 – 3 – 4
- Deventer:
30 students: year 1 – 2

programme

- 4 years to final thesis (240 EC)
- 1st year Propedeuse (60 EC)
- Year 2 / 3 / 4 Main Course
- Programme (next slides)
- Schedule: 09:15 hrs. – 12:45 hrs.
- Tuesday and Thursday

Subjects Marketing International Management year 1 RTA

• **Period 1**

- Personal competences
- English 1
- Project Marketing Analysis
- Marketing Audit

• **Period 2**

- Commercial Management
- Marketing Policy
- Finance
- Marketing Mix

• **Period 3**

- Personal Competences
- English 2
- Project Marketing Audit
- Research Methods

• **Period 4**

- Sportmarketing
- Project Market analysis
- Cost Accounting
- Marketing Strategy

Subjects Marketing International Management year 2 RTA

• **Period 1**

- Consumer Behaviour
- Experience Marketing
- Marketing Research
- International Marketing Management 1

• **Period 2**

- Strategic Marketing
- Marketing Research
- English 3
- International Marketing Management 1

• **Period 3**

- Personal Competences
- International Marketing management 2
- International Marketing
- Leisure Experience Marketing

• **Period 4**

- Interactive Marketing
- International Marketing Management 2
- Strategic marketing
- Database Marketing

Favourable terms

- Study coaching flexible and individual
- Study programme flexible – lectures / exams
- Only topsportathletes in small groups (15)
- Short stop in study career during important International Tournements / Olympic Games

Various sports in one classroom

- Volleybal
- Speed skating
- Cycling
- Tae kwon do
- Table tennis
- Basketball (for disabled people)
- Etc.
- Soccer
- Shorttrack
- Cyclocross
- Athletics
- Horse riding

Theses

- It is not possible to combine topsport and study!
- To teach topsportathletes = topsport!!!
- Study and Topsport are conflicting interests!

Thank you for your attention!

B.Posma@Saxion.nl



*Thank you very
much for your
attention !*

Contact: b.posma@saxion.nl