The city of Alkmaar is famous for a cheese market that presents the traditional way of marketing cheese products. Local cheeses are found on the market and traditional ways of transport, inspection and displaying cheese are found.

The Technical University of Cheese Marketing provides a master programme that provides an insight in cheesography to ensure the students a spot on the international cheese network. The 200 masterstudents will encounter cheese from all over the world with focus on the different marketing strategies.

TU CM offers an exclusive introduction programme for the 200 new master students and it deals with some of the difficulties and needs encountered by the international exchange students at TU CM:
- Transportation
- Getting around
- Weather
- Language
- Social relations
- Integration in the local society

The introduction programme includes several activities that ensures the student to deal with the difficulties. Four activities are included in the programme:
- Survival kit
  raincoat, map, insurance etc.
- ¿Qué es eso? ¡Es queso!
  group divison by cheese tasting guessing game
- Cheese -´n-roll
  be the one to catch the cheese - rolling down hill
- Cheeso-Coaster
  make the best cheese dish with teamwork

Join the exclusive introduction programme and get ready for starting the master in Cheese Marketing.