

OBJECTIVES

The programme gives students international marketing theory, concepts, practices and tools by focusing on 4 high-growing industries (High-Tech, Luxury & Fashion, Agrofood & Gastronomy, Wine & Spirits). It provides a broad view of the entire marketing value chain from the upstream (business intelligence, market analysis) to the downstream (negotiation & sales).

PEDAGOGY

The programme, fully delivered in English, combines theoretical and practical applications. Students are encouraged to implement marketing tools to provide analysis and to propose appropriate strategies at both national and international level. Students are required to drive a successful negotiation, to build a communication strategy for a brand, or to design a product pack. Finally, students have to deal with a concrete and current international marketing issue, in partnership with a company.

 Courses 100% in English

SKILLS

At the end of this programme, students will be able to:

- Master the stages of the category-management process
- Analyse markets and competition
- Understand and analyse consumers' behaviour
- Design a brand-oriented packaging
- Provide relevant commercial solutions and products
- Negotiate with international buyers
- Implement international marketing strategies
- Master the 4 excellence industries' issue
- Define a global brand strategy
- Implement digital advertising and communication strategies
- Implement international commercial strategies for SMEs or MNCs



SCHEDULE



COURSES

- | SPRING | FALL |
|---|--|
| <ul style="list-style-type: none"> ▶ Business Intelligence, Market Analysis & Category Management ▶ B2B Sales & Negotiation ▶ Customer Relationship Management ▶ Communication 2.0 ▶ Design, Logo & Packaging ▶ Advertising ▶ International Product Innovation & Development ▶ International Strategic Marketing ▶ Buying & Supply Chain | <ul style="list-style-type: none"> ▶ High Technology B2B Strategies ▶ Digital Business & Marketing (Agrofood, Wine & Spirits, Luxury) ▶ Luxury & Fashion International Marketing ▶ Wine & Spirits Brand Management ▶ Wine & Spirits International Packaging ▶ Agrofood Industry International Branding Strategy ▶ Professionals' Testimonials ▶ Research Project |



CAREERS

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| <ul style="list-style-type: none"> ▶ Consultant Marketing ▶ International Brand Manager ▶ Marketing Director ▶ Brand Ambassador ▶ International Stores Manager ▶ International Advertising Manager ▶ Area Export Manager (EMEA) ▶ Digital Manager | <ul style="list-style-type: none"> ▶ International Sales Developer ▶ Key Account Manager ▶ Marketing Consultant ▶ Product Chief ▶ Product Manager ▶ Marketing Project Manager ▶ Web Marketing Manager ▶ Etc. |
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SUMMARY

The course is designed to give students the opportunity to grow by being active in a learning by doing experience, where they will experiment and finally find out by themselves how to answer a business mission given by a SME. Therefore, it will focus on addressing a business mission in a professional manner and will give students the opportunity to apply theoretical models and approaches in management fields (Sales, Marketing, Finance, Strategy, etc.) as well as acquire and apply more "soft" skills including project management technics and tools, oral and written communication, group dynamics, team building, and business intelligence.

OBJECTIVES

- ▶ To experiment and meet the group project terms of reference given by a company, to work within a team structure under tight time pressures, to conduct research, to integrate findings into a comprehensive management report and to make operational recommendations to client representatives.
- ▶ To develop project management skills and to apply professional tools and methodology: roadmap, intermediate reports and minutes report, critical tasks, professional deliverables, final report including analysis and recommendations, a business plan and an executive summary.
- ▶ To apply concepts, models and methods learnt during classes in a real professional situation.

COURSES
100% in English

- ▶ Project Management
- ▶ Digital Transformation
- ▶ Design Thinking
- ▶ Finance & Business Plan
- ▶ Group Dynamics
- ▶ Strategic Management
- ▶ Risk Management
- ▶ Writing & Communication Skills
- ▶ Coaching
- ▶ Research Methodology

SKILLS

At the end of this program, students will be able to:

- ▶ Produce a market research
- ▶ Analyse a company's value chain
- ▶ Identify & Qualify market segments
- ▶ Find new market opportunities
- ▶ Implement a "Go-to-Market" strategy
- ▶ Build a business plan & launch a product
- ▶ Address financial issues of a project
- ▶ Apply market intelligence methodology
- ▶ Acquire project management skills
- ▶ Develop personal skills (creativity, adaptation, team building, leadership)

OUTCOMES & PARTNERSHIP

- ▶ Ability to apply theoretical approach, tools and models to everyday work situations in order to address a business project.
- ▶ Ability to understand and solve problems with cross-cultural issues.
- ▶ Ability to communicate, report, and behave in a business environment.

All projects are real projects given by local SMEs and are connected to the reality of those companies' business. As such, students will be given an effective opportunity to apply what they have learnt so far academically for the good of a company and for their own construction of experience and maturity. Companies are stakeholder in this program. They will accompany students during the program.

ABROAD

INTERNATIONAL ACADEMIC SPECIALISATION

Our International Relations Office provides a wide range of personalized support services to help students choose their university for their international academic mobility. They offer international seminars, country presentations, feedback from alumni, contacts with Pau Business School students already studying or living in the country. Each year, about 270 exchange places are offered to students who opt for an academic specialisation in a foreign university.

1 semester of specialisation
in one of our 45 partner universities abroad



AT PAU BUSINESS SCHOOL

INTERNATIONAL BUSINESS DEVELOPMENT & CONSULTING SPECIALISATION

SUMMARY

The Business Development & Consulting international specialisation deals with the performance of organizations. High Performance Organizations (HPO) are identified with consistently high levels of profitability, productivity, quality, ROI, customer loyalty (retention), and employee loyalty (retention). HPO Framework is a conceptual, scientifically validated structure that managers can use for deciding what to focus on in order to improve organisational performance and make it sustainable.

By collecting data in real companies, students examine the corporate philosophies, enlightened policies, core competencies, and best practices which characterise HPOs. The general purpose of this track is to educate students for effective management, responsible leadership and global citizenship.

SKILLS

At the end of the HPO programme, students will be able to:

- ▶ Actively participate in discussions about today's high performance organisations issues;
- ▶ Become familiar with some behavioural problems of managing in increasing complex diverse and global high performance and underperforming organisations;
- ▶ Understand the determinants of effective high performance behavior in terms of productivity, satisfaction and growth;
- ▶ Develop abilities to predict consequences of recommended actions and solutions intended to influence behaviour in the appropriate direction;
- ▶ Improve your ability to analyze written material, discuss material in class, and express yourself through written and oral communication in a professional manner.

COURSES

- ▶ High Performance Organisations
- ▶ Organisational Management
- ▶ Change Management
- ▶ Strategic Management
- ▶ Innovation Management
- ▶ Innovation Management
- ▶ Leadership & HR Management
- ▶ Project Management
- ▶ Research Project
- ▶ HPO Workshop

CAREERS

- ▶ Manager
- ▶ Team Manager
- ▶ Project Manager
- ▶ Business Consultant
- ▶ Business Developer
- ▶ Etc.

SPECIAL CONTENT

The programme is fully delivered in English. The group class is composed of international (India, USA, etc.) and French students. Students are invited to closely work with Pau Business School's business partners.

ABROAD

INTERNATIONAL BUSINESS PROGRAMME

The International Business Programme (IBP) is designed to give students the opportunity to gain a long-term work experience abroad.

Via an internship or a work contract, students will work :

- in 2 countries
- for 2 job missions

They will also follow an academic specialisation (distance-learning) during this 12 month work experience.

12 month work experience abroad

