

FUNDAMENTAL COURSES

▶ OBJECTIVES

The goal of the programme is to train operational, adaptable, autonomous middle-managers in marketing within an international context. It focuses on developing an awareness of enterprise management and societal culture alongside nurturing an intercultural mind-set.

▶ PEDAGOGY

The programme is mainly delivered in English by international professors and to a multicultural group.

Generally, there are two types of classes: lectures and tutorials. The pedagogy is adapted to the specific aims, with a balance between the acquisition of knowledge and the professional practices that promote the mobilisation and implementation of that knowledge to the required/relevant skills and know-how.

We believe that our teaching method can help you to be a graduate who is trained to enter the professional life, knowing how to work in teams, or be ready to attend master classes.

▶ INTENDED LEARNING OUTCOMES

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

- ▶ to drive effective marketing change
- ▶ to create ongoing and sustainable value for their organisation and all their stakeholders
- ▶ to develop expertise in domains of international marketing, geopolitical and international management



SCHEDULE

Fall Semester

September - December



COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
Strategy & Governance	EN	5	36
Organisational Theory			
Business Game	FR/EN	5	35
International Marketing	EN	5	45
International Trade Technics			
Web Marketing	EN	5	30
Droit international	FR	5	33
International Management	EN		
Mission Export / Export assignment	FR/EN	6	3 weeks
French as a Foreign Language	FR/EN	3	30
or English (for francophone students)			24



CAREERS

- ▶ Junior project manager
- ▶ Business developer
- ▶ International market developer
- ▶ International junior consultant