

► **DESCRIPTION**

France occupies a unique position, excelling in terms of cultural diversity, scientific research, hospitality and business acumen. The program uses examples of international industries, in which France excels, to teach advanced marketing theories and techniques. The program also includes an internship and a final dissertation. It offers a unique and challenging experience while increasing the long-term career opportunities and personal development of students.

► **LEARNING GOALS**

**LG1.** With a strong knowledge of the role and the place of organizations within global economies, be able to master:  
- management techniques (bachelors)  
- management strategies and decision making processes (master)

**LG2.** Acquire Skills and Tools to be (or to become) a Tomorrower

**LG3.** Act with a Global & Responsible Mindset

**LG4.** Think in a Circular Economy Context

► **TEACHING METHODS**

**Learning through Concepts and Tools' Acquisition**

Delivered through a combination of classroom and hands-on exercises, independent studies, and challenging questions

**Learning through Case Study**

After having discussed concepts, approaches and tools, Professors encourage students to develop their knowledge and work practice by using a solving case approach.

**Learning through Practice and Research**

Field Research Project or FRP. In group, students are invited to write a paper and perform an oral presentation based upon subjects suggested by student groups, the school, or business partners.



## SCHEDULE

**Fall Semester**

September – December



## COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
Luxury Marketing	EN	5	30
French Tech	EN	5	30
Millennial Marketing	EN	5	30
Intercultural Marketing	EN	5	30
French Wine Marketing	EN	5	30
French Food/Gastronomy Marketing	EN	5	30
French as a Foreign Language or English (for francophone students)	FR/EN	5	30



## LEARNING OBJECTIVES

- Define international strategies for luxury, food, wine & technical products
- Know the main characteristics of these 4 sectors
- Define a global strategy for advertising, design, digital
- Set up an international sales and marketing strategy
- Know the main players in worldwide distribution (Wall Mart, Carrefour, Tesco, Hard-Discount...)