

# French Marketing Excellence

## 2021 Fall semester

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**ESCPAU** |  
BUSINESS SCHOOL  
FOR TOMORROWERS®

# Description

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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.

This course contributes directly to 4 of the 4 Learning Goals of the Master Program. The measurements taken in this course contribute to the implementation of the AOL quality assurance process for this program.

<b>Learning Goal</b>	<b>Type of contribution</b>	<b>Measure</b>
<b>LG1. With a strong knowledge of the role and the place of organizations within global economies, be able to master:</b>  <b>- management techniques (bachelors)</b>  <b>- management strategies and decision making processes (master)</b>	<b>Exploitation</b>	AOL Process
<b>LG2. Acquire Skills and Tools to be (or to become) a ToMorrower</b>	<b>Development</b>	AOL Process
<b>LG3. Act with a Global &amp; Responsible Mindset</b>	<b>Development</b>	AOL Process
<b>LG4. Think in a Circular Economy Context</b>	<b>Initiation</b>	AOL Process

# Learning Objectives

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- 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...)

# Program

Module	Teaching Method	Language	Hours	ECTS
Luxury Marketing	Blended	Eng.	30	5
French Tech	Lecture + Practice	Eng.	30	5
Milenial Marketing	Lecture + Practice	Eng.	30	5
Intercultural Marketing	Lecture + Practice	Eng.	30	5
French Wine Marketing	Lecture + Practice	Eng.	30	5
French Food/Gastronomy Marketing	Blended	Eng.	30	5
6 modules		100% English	180 heures	30 crédits ECTS

# Module Presentation

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## **Module 1 : Luxury Marketing**

This course will focus on Luxury/fashion/cosmetics (Inc. fine fragrances) industries, strategies and tactics (product, pricing, distribution & communication).

## **Module 2 : French Tech**

## **Module 3 : Milenial Marketing**

This course will teach you how to effectively market to us! It will also help explain some of the modern myths surrounding the Millennial generation and what they (we) really want in a producer-consumer relationship.

In this course, you will learn:

- How Marketing Theory has changed with the rise of the digital age
- How your Millennial consumers differ from consumers of other generational cohorts (and also how we're the same)
- How to drive targeted marketing toward Millennial consumers and, most importantly--
- Why Millennial consumers ARE THE ONES YOU WANT to have buying your products!!

# Module Presentation

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## Module 4 : **Intercultural Marketing**

Culture affects every company on a daily basis. As a consequence of the ever more connected world we live in, even the smallest and most locally anchored company will sooner or later have to consider and deal with intercultural issues. For companies doing business abroad, these issues become a prominent part of their operations, and for global companies this is a part of their every day operations on several different levels. In this course, the area of intercultural marketing management is divided into a few central thematic concepts that are discussed from the prism of theory and practice

## Module 5 : **French Wine Marketing**

The world of fine wines lies at the frontier of two opposite domains. Is it a culture, only a culture – even an art, free and magical? Or is it a business and what kind of business?

As a luxury product coming from agriculture, fine wine is a specific object. Its history is deeply rooted in our Western way of life and can be told as a part of our civilization. But fine wines are also a product to be sold and marketed. How can we balance these two characteristics? Are they contradictory or synergic?

The current period is critical in the history of fine wines... Competition between the old and new wine world, big corporations and small independent producers, terroir and brand logics are more than ever under question.

## Module 6 : **French Food/Gastronomy Marketing**

This is an experiential hybrid course focused primarily on experiential learning that integrates classroom discussions (both online and in class), readings, and assignments on France's culture and its relationship with food and beverage marketing. The course includes activities and visits that are specifically designed to expand students' understanding of the impact of political and economic policies (marketing environment), and the culture of the country on food and beverage production, import/export trends and regulations, packaging trends and regulations, advertising, retailing, and services. We will explore how environmental concerns are related to current food trends and the evolution of food culture in France. The course will pay special attention to the differences and changes in environmental, political and economic factors that make food marketing challenging.

# Teaching Methods

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An Interactive and differentiated Pedagogy divided into three main learning concepts:



## **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 introduced and discuss with students main 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**

In addition, Professors encourage students to go through rigorous field projects that enable them to put into practice all their learning. This takes the form of what we call a 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 companies that work very close with the school. What we are looking for when teaching is to offer to students: knowledge, methods, tools, and experience that can help them to develop their skills not only as a manager but also as a leader. We believe that being a leader implies being able to develop skills and integrate behavior as: Transformational Leader, Adaptive Leader, Inspirational Leader We believe that our teaching method can help you to be a leader who inspires innovation and change.

# Manager

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