

# INTERNATIONAL BACHELOR SEMESTER MARKETING & MULTICULTURAL STUDIES

## ▶ 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.

## ▶ TEACHING METHODS

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

**Spring Semester**  
January - April



## COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
<b>Intercultural Integration Seminar</b>	EN	3	18
<b>Intercultural Management</b>			
Human Development & Leadership in the 21st Century	EN	3	18
Organizational Behaviour		3	15
<b>International Environment &amp; Business</b>			
The World We Live In	EN	3	15
Intercultural Negotiations		3	15
Strategic Business in the Digital Age		3	15
<b>International Marketing</b>			
International Marketing	EN	3	30
Changing Organization		3	15
Global Market Penetration Techniques		3	15
<b>Languages</b>			
French - as a Foreign Language	FR	3	30
Spanish - only for Francophone students	ES	3	20



## CAREERS

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