

Programme description

2022 Fall semester

ESCPAU
BUSINESS SCHOOL
FOR TOMORROWERS®



French Marketing Excellence (FME)



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

September - December



Courses

Modules	Teaching language	Teaching hours	ECTS credits
UE 1 - Luxury marketing	EN	30	5
UE 2 - French Tech	EN	30	5
UE 3 - Purpose marketing	EN	30	5
UE 4 - Intercultural marketing	EN	30	5
UE 5 - French Wine marketing	EN	30	5
UE 6 - French food / Gastronomy marketing	EN	30	5
UE 7 - Language courses French for English speakers English for French speakers	FR or EN	30	5



Learning objectives

- ▶ Define international strategies for luxury, food, wine & technical products
- ▶ Master the main characteristics of these 4 sectors
- ▶ Define global strategies for advertising, campaign design and digital growth
- ▶ Set up an international sales plan in the previously mentioned sectors
- ▶ Get acquainted with the future of those sectors and the weak signals currently setting tomorrow's trends