

French Marketing Excellence

2022 Fall semester

Head of programme: Anthony PAYET



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.

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.

Learning Goal	Type of contribution	Measure
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)	Exploitation	AOL Process
LG2. Acquire Skills and Tools to be (or to become) a ToMorrower	Development	AOL Process
LG3. Act with a Global & Responsible Mindset	Development	AOL Process
LG4. Think in a Circular Economy Context	Initiation	AOL Process

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

Program

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

Module Presentation

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

This module provides students with the fundamental theoretical & professional knowledge in international strategic marketing for the High Tech & Digital sector (subtrack of 30 hours). The High-Tech sector is one of the four emblematic sector for the French Marketing Excellence (Luxury, Agrofood, Wine, High Tech/Digital).

Module 3: Purpose Marketing

This course will teach students how to effectively market products/sectors while having an emphasis on purpose behind brands and products. Brand strategy and development will be a focus point during this course. It will also help explain some of the modern myths surrounding the generational approaches.

Module Presentation

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

In this course student will grasp the various specific aspects of the wine sector. By learning the best practices and studying real business cases they will learn transferable skills in marketing. France has been a major player in the wine industry and this course emphasis how marketing is a powerful tool in order to sustain that consumer perception and develop brands in that industry.

Module 6: French Food/Gastronomy Marketing

The course focuses on another sector in which France plays a major role: food and gastronomy. This course has a hands-on approach with a focus on foodtech which provides students with a global overview of the sectors most recent and advanced practices in terms of value proposition and marketing strategies.

Teaching Methods

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 discussed 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.

Program manager :

- *Anthony Payet*
- *Programs Director at ESC Pau Business School*
- *Lecturer in Management, Innovation, and Strategy*



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