



**ENTR'APPRENDRE**  
université  
angers

**Lieu de la formation**  
ANGERS - Campus de Belle-Beille

### Contact

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## INSTITUTE OF TECHNOLOGY - IUT

# INTERNATIONAL SEMESTER IN BUSINESS AND MARKETING

The Business and Marketing program aims at training students so they can hold positions, with advancement opportunities, where they show their ability to multi-task and work autonomously. It can enable students to integrate the world of work or to pursue their studies further.

This program trains students for all types of jobs and aims at the acquisition of many skills. Business and Marketing graduates are versatile. They are able to work on all steps of commercialization: from the market survey to the sales but also on the marketing strategy, the sales communication, purchase and sales negotiations, the relationship with customers, etc. They are able to work in all sectors of the economy: bank, insurance, wealth management, real estate, import-export, transportation, communication, event planning, large retailers, small retailers, manufacturing. They hold the following positions: sales advisor, customer manager, sales assistant, sales engineer, negotiator, marketing assistant, department manager. Or other managerial positions such as product manager, area manager, export manager, buyer, sales development manager, marketing manager, shop manager or SMEs manager, advertising manager, etc.

## — Course objectives

### Business Creation (5 credits)

To analyse market opportunities, follow the business creation pathway, select a legal structure, comply with legal framework.

To draw up the business plan, find funding and partners, develop a communication and sales plan, launch the business.

### Company strategy (3 credits)

To analyse the competitive environment of a company / organization and to know the different market configurations that may be encountered.

To understand the dynamics of the different strategies that can be mobilized.

To explore the essential concepts and techniques of strategy.

To engage the student with real world strategy problems and provide insights and strategy examples from a wide range of national and international organizations.

To cover up to date topics including business models and sustainability.

### Distribution (2 credits)

To implements stock management policy, comply with consumers' protection rules and competition policies, select distribution networks ...

To take into account small and big retailers' characteristics, manage a team ...

### E-marketing (2 credits)

To master the different distribution channels. Select the channel(s) that are most adapted to the product and service and foster the development of multi-channel operations.

To apply online sales techniques. Use marketing tools specific to products and services online.

To use software applications related to the creation and management of online stores.

Negotiate with the different stakeholders of the various channels.

To integrate online communication development.

To integrate logistic constraints.

To comply with regulations related online sales and the use of IT.

### Integrated Marketing communication (2 credits)

To draw up a media plan to promote a product.

To use direct marketing techniques and select adapted tools and design them.

To implement communication plans in accordance with the targets.

To use DTP software application.

### International Marketing Environment (2 credits)

To integrate cross-cultural factors in the negotiation process.

To understand foreign economical and geopolitical markets.



INSTITUT UNIVERSITAIRE  
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Mise à jour | JUIN 2020

Impression : Service reprographie UA

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### Negotiation (Intermediate) (3 credits)

To learn the foundations of business exploration.  
To develop the mental and psychological preparation of the negotiation.  
To organize a business exploration plan.  
To implement and consolidate negotiation techniques.  
To engage in Role plays with different psychological profiles techniques and tactics of negotiation and number of negotiators.  
To Build trust in a negotiation.  
To optimize interaction during negotiation.  
To seal an agreement and to conclude positively.

### Operational Marketing (2 credits)

To understand the basic concepts of marketing.  
To formulate marketing strategies related to products, price, channels of distribution and promotion.  
To develop an appropriate marketing mix.  
To create a cohesive marketing strategy for a new product

### Project management (2 credits)

To learn the methodology of project management.  
To determine the stakes of the projet, its objectives, its feasibility and risks.  
To define the work team, the contract.  
To set a planning/schedule.  
To follow up the technical realisation, budget, management of differences.

### Retail marketing (2 credits)

To provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment.  
To examine the evolution of retailing and its present role in the marketing system is examined.  
as well as the impact of various trends upon retail institutions.  
To study the impact of various trends upon retail institutions.  
To analyse target market, site selection, store organization, merchandising and pricing.

### Sales Management (2 credits)

This course aims at making students understand the functioning of a sales team by identifying the characteristics of the sales professions, the organisation of the sales team, the organisation of the salesperson's work. Students will discover and apply the principles of management of the sales team using main animation and management tools.

#### The course consists of four chapters:

- Chapter 1: From strategic objectives to sales force actions;
- Chapter 2: Sales professions;
- Chapter 3: The integration of a sales person;
- Chapter 4: Remunerating, motivating and stimulating the sales force.

Students will be able to

- Organize a sales team and understand the complexity of the structure of the organization.
- Calculate the size of the sales team.
- Use time management tools, to analyse the sectors potential.
- Identify the roles, missions and skills of a sales manager.
- Identify the job needs, determine the required skills and profile, handle recruitment (creating job ads, posting ads, selecting staff, integrating staff into the sales team, etc.)
- Identify quantitative and qualitative objectives, apply them, apprehend the methods of stimulation and animation, apply the methods and tools of evaluation, elaborate a commercial dashboard.
- Identify the different components of a remuneration system, in particular the remuneration of sales representatives.
- Identify the stakes and difficulties of a training policy by defining the needs, analysing the nature of the needs, improving the working conditions of sales staff.

### Business Dashboards (2 credits)

Performance management  
Responsibility centre  
Price Transfer  
Variances analysis  
Building Business dashboards : objectives, KPI, standards

### International Economics (2 credits)

This course aims at making the students familiar with the economic globalization and its impact on business decisions.  
The first part presents the main patterns of trade in goods and services, including recent data and presentation of the main theories.  
The second part deals with the importance of being open to global trade and the means to protect one's economy from foreign competitors.  
The third part deals with the international mobility of capital, the exchange market and the international monetary system.  
In every part, the impacts of the current economic crisis due to COVID on international trade will be highlighted.

### Applied Statistics (2 credits)

You will apply your basic knowledge of statistics to understand some problems in the fields of management, science, industry and daily life.  
Part I: Introduction to applied statistics  
This part will focus on discovering random variables & usual probability distributions, summarizing quantitative data, Bivariate numerical data, Sampling distributions & Significance tests.  
Part II: Case studies  
The course will help you use basic probability, discrete probability, normal and sampling distributions, linear and non-linear regression models ... to analyse some case studies. Question that will be tackled include:  
- What risk do airlines take when overbooking? (discrete probability)  
- How to explain some paradoxes thanks to probability. (basic probability)  
- How to implement an effective quality control procedure for goods receipt in a factory? (discrete probability)  
- Why does the statistical process control method guarantee the quality of production? (normal and sampling distributions)  
- How to use correlation studies to make predictions? (linear and nonlinear regression models)  
- What mistakes should be avoided when comparing 2 or more proportions (or mean values)? (Hypothesis tests, ANOVA, multiple regression, Khi2)

### Sustainable development (2 credits)

Do you want to know how we can tackle the growing and changing environmental challenges facing the planet?  
Do you want to learn how we can use the natural resources on a more sustainable way in various economic sectors to continue to meet human needs without undermining the integrity of the planet ecosystem ?  
If so, it is time for you to know more about Sustainable Development.  
The course aims at presenting sustainable development and how it is implemented in practice in several economic sectors.  
The first part will present a broad overview of the history of sustainable development, main definitions and indicators (the sustainable development goals). You will be introduced to the underlying reasons behind the environmental challenges that we face today.  
The second part will shed light on how the concept has already modified (and will further affect in the future) business strategies in the agribusiness, energy, engineering and more generally across economic sectors with the concept of circular economy. The course includes group work and aims at gathering students from diverse background (from business to biology and engineering).

### French language (6 credits)

### Work placement (9 credits)

### Applied research project (7 credits)