INSTITUTE OF TECHNOLOGY – IUT

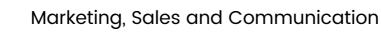## INTERNATIONAL SEMESTER IN
Marketing, Sales and Communication

Location
ANGERS
Campus de Belle-Beille

International Relations Coordinator
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The Bachelor program in Marketing aims to develop students' problem-solving and decision-making skills to best prepare them for success in different types of organizations including local enterprises, multinationals, charities and small businesses.

The program courses provide solid foundations to handle different stages of the marketing process from market research to sales, including marketing strategy, commercial communication, negotiation, and customer relations etc.

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COURSE OBJECTIVES

MARKETING (30h) – 4 ECTS

Marketing Strategy
–15h–

Marketing strategy is a complex framework of integrated patterns of decisions that specify an organization's crucial choices concerning its marketing mix in order to create and deliver value to its customers and achieve its specific objectives.

This course provides an overview of concepts and theories that enable managers to benchmark offers, identify current market trends and analyze consumer behavior in order to provide competitive advantage. By the end of this course, students will be able to conduct a thorough marketing analysis and establish a coherent and strong marketing plan.

Business Games
–15h–

Business simulations allows participants to put theory into practice in a risk-free environment where failure is safe. Yet the lessons learned are genuine and applicable in real life : in this marketing business game, participants will fully comprehend the different parts of the marketing decision making process, their relationship with each other, and their impact on the company's overall results. In addition, the simulation generates a range of reports that will help the teams to analyze and benchmark their own performance against their competitors.

The marketing game simulation covers marketing topics including product life cycle management, product mix management, market segmentation, positioning, distribution channel investments, advertising budget allocation, pricing, sales forecasting, marketing research, competitor analysis, revenue and margin management and overall profitability.

In addition, participants will gain experience in teamwork and develop skills such as critical thinking, problem solving, adaptability, reliability, conflict resolution...

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DIGITAL MARKETING AND E-BUSINESS (36h) - 4 ECTS

E-commerce Strategy
-18h-

E-commerce is an interdisciplinary discipline that intersects information systems, marketing management, and strategic management. It can be where companies have included e-commerce as part of their value creation and appropriation, e-marketing where marketing activities are carried out electronically to add value to the goods and services to customers, and where the creation and delivery of service is digitalized. This course is designed to familiarize students with the latest e-commerce practices and thinking so that students are prepared for business challenges in the digital economy.

To achieve this purpose, the course materials expose students to cases and readings where e-commerce plays an important role. By the end of this course, students will be able to conduct an analysis on e-commerce trends and markets, analyze online consumer behavior, and establish a coherent e-commerce strategic plan.

Digital Project Management
-18h-

Digital marketing and e-commerce businesses are booming and are continuing to contribute to economic growth and new jobs. According to the French organization FEVAD, 48% of French sites increased their workforce in 2021 within a global e-commerce market worth nearly 5,000 trillion dollars. Entry-level managers in e-business therefore need to have skills in managing all the complexities that are inherent to digital projects. Students will learn to identify the components of AGILE digital project management, understand the roles and duties of a digital project team, create simple specifications for digital projects, and gain knowledge about the stakeholders and tasks involved in digital marketing projects.

By the end of this course, students will be able to manage digital projects by:
- Using performance indicators in line with data volume and variety
- Identifying digital marketing specificities
- Using e-business specifications
- Integrating e-commerce specificities

Course prerequisites:
- Fundamentals of marketing and consumer behavior
- Project management
- Digital resources and culture

SALES AND CRM (60 H) - 7 ECTS

Omnichannel customer relationship
-24h-

Target skill: Manage customer relationship

Description
- Contributing to targeted skills development
- Appraising the challenges and limits of the various interactions with customers online and offline
- Appraising the effects of digitalization in customers' relations
- Monitoring the omnichannel relationship by managing the customer experience throughout their journey
- Managing the customers' relationship

Contents:
- On-line and offline customers' relations
- Trade fairs, commercial operations, commercial events
- Management of a customer community
- Webinars
- Social media

Fundamentals of the Sales - Team Management
-19h30-

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

- Organize a sales team and understand the complexity of the structure of the organization.
- Use time management tools, to analyze the sectors potential.
- Identify the job needs, determine the required skills and profile, handle recruitment
- 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
- Identify the stakes and difficulties of a training policy by defining the needs, analyzing the nature of the needs, improving the working conditions of sales staff.

Negotiation
-15h-

Course objectives:
- 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.

COMMUNICATION AND LANGUAGES (93h) - 8 ECTS

Designing a communication campaign -18h-

Target skills: Communicate the commercial offer

Description:
- Contribute to the development of the targeted skill(s):
- Develop a communication strategy according to specifications
- Propose a communication plan

Contents
- Strategic thinking: targets, objectives, communication strategy, campaign budgeting.
- Metrics of chosen media: useful audience, affinity, cost per mile
- Media plan: 360° approach, consistency of media
- Content creation strategy and performative messages / Brief, copy-strategy, storyboard, copy-writing.

Targeted critical learnings:
- Develop a communication strategy adapted to the agency brief
- Establish tactics using the metrics of chosen media
- Propose a 360° plan by developing communication media and ensuring their effectiveness.

Business English
-15h-

This course aims to make the students comfortable with business English through various speaking and writing activities. Starting from business-based case studies, the students will learn how to handle different kinds of professional situations.

French Language and Culture
-60h-

French language skills: 3 ECTS

French conversation: 3 ECTS
Only students with at least B1 level of French can take this course.

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RESEARCH PROJECT – 6 ECTS

The main objective of a research project is to make students gain insight into the organization, analysis, and communication of research.

Upon completing this research project, the students will be able to:

- carry out a literature review and place their project in the context of the existing literature;
- gain the ability to identify a research question and to collect and manipulate data to answer that question.
- analyze results and place them in the context of the existing literature.
- demonstrate general learning and study skills; be reflective and collaborative in their approach to learning.

- demonstrate critical and analytical skills.
- demonstrate enhanced skills in presentation, report writing, time management.

Areas of research are related to the local economic environment and the student's field of specialization:

- Marketing
- Marketing Strategy
- Digital Marketing
- Digital communication

ELECTIVES (OPEN FOR AT LEAST 5 STUDENTS)

Sustainable development
–15h – 2 ECTS

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).

International Economics
–12h– 2 ECTS

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
–15h – 2 ECTS

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 analyze 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)*