



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 (6 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 fundings and partners,,develop a communication and sales plan, launch the business.

Company strategy (3 credits)

To analyze 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 (3 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 (3 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 (4 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



INSTITUT UNIVERSITAIRE
DE TECHNOLOGIE



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Impression : Service reprographie UA

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International Marketing Environment (2 credits)

To integrate cross-cultural factors in the negotiation process
To understand foreign economical and geopolitical markets

Negotiation (Intermediate) (3 credits)

To learn the foundations of business exploration
To develop the mental and psychological preparation of the negotiation
To organise 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 optimise interaction during negotiation
To seal an agreement and to conclude positively

Operational Marketing (3 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 (3 credits)

To learn the methodology of project management
To determine the stakes of the project, 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 (3 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.

Applied Statistics (3 credits)

To apply basic knowledge of statistics to understand certain problems in the fields of science, management, industry and daily life:
To discover and understand paradoxes thanks to probability (basic probability)
To implement effective quality control procedures for goods receipt in a factory (discrete probability. in a factory.
To learn the role of statistical methods in controlling the quality of production (normal and sampling distribution)
To apply correlation studies to make prediction (linear and non linear regression models).

Business Dashboards

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

International Economics

This course aim at making the students familiar with the economic globalization, the increasing fluidity of trade in goods and services, and the international mobility of capital.
The module aims at two major objectives
To understand the international dimension of the exchanges, the stakes, circuits and tools;
To understand the globalized economic context and its impact on business decisions.
To achieve these goals, the course focuses on elements of economic analysis of international trade by tackling the following points: :
The major economic theories about international trade;
Strategic choices about investments.
The importance of being open to global trade and the means to protect one's economy from foreign competitors.

Electives

Applied statistics (3 credits)
French (6 credits)
French culture and institutions (3 credits)
Work placement (7 credits)
Project management (3 credits)