



## INSTITUTE OF TECHNOLOGY – IUT

### FALL SEMESTER

### In Marketing, Sales and Communication



#### Location

ANGERS  
Campus de Belle-Beille



#### International Relations Coordinator

Mme. Karima THOMAS  
karima.thomas@univ-angers.fr

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.



#### Contact International Relations Office

dir-ri-iut@univ-angers.fr



#### Adresse web

www.iut.univ-angers.fr

### ENGLISH-TAUGHT SUBJECTS

## COURSE OBJECTIVES

### INTERNATIONAL BUSINESS (112h) – 13 ECTS

#### International Trade Management –32h–

INCOTERMS ICC 2020

International transports and international logistics  
The final outcome is to answer these two major questions: how to adapt your mix marketing when you export? what do you have to deal with ?

#### International Strategy –32h–

Internationalization theories and how to enter foreign markets.  
What are the main interests, constraints & risks of exports.  
How to deal with both internal and external export diagnosis.  
International prospecting: trade fairs abroad  
International purchasing basis

#### With an Investigative project –48h–

PARTIE 1: Make an external export diagnosis for a real company

PARTIE 2: Make a proposition to this company to become an exhibitor on a trade fair in a chosen market.

Submit, according to a specific budget, a 3D modeling project, and justify all your organization and costs for.

- People participating in the fair
- The communication tools you need
- The incotermed price you can offer to your visitors...



## MARKETING (63h) - 14 ECTS

### Digital Business Analysis -15h- + investigative project -18h-

The Digital Business Analysis course is designed to guide students in analyzing a company's current level of digital maturity and providing digital marketing recommendations to achieve sales objectives. Students get hands on experience pitching their digital campaign proposal to a real company for the Fall edition of the Digital Marketing Competition and develop their skills in conducting market studies, providing highly creative paid and owned media solutions, budgeting their campaign and identifying optimal KPI's for their campaign.

### 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.

### Project management with sustainable development objectives

The project aims to test the student's marketing, sales and communication skill through a project aiming at funding and organizing a sustainable field trip.

After a series of introductory lessons about the UN Sustainable development and social responsibility goals, the students are invited to think about the best strategies to raise funds to finance their trip.

During their trip, the students have to interview people working in an institution, an association and a company that are known for their commitment for sustainable development and social responsibility goals.

The trip is also an opportunity to visit cultural highlights and a university campus.



### 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...

## 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

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The trip is also an opportunity to visit cultural highlights and a university campus.

### French Language and Culture -60h-

French language skills: 6 ECTS

French conversation: 6 ECTS

*Only students with at least B1 level of French can take this course.*



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## SPRING SEMESTER

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## COURSE OBJECTIVES

### MARKETING (30h) – 7 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.

#### Company creation

-15h-

This course aims at making the student able to:

- propose ideas for starting a viable business in keeping with the market needs
- be aware of the choice of legal status of the company
- make financial forecasts (cash flow, budgets, etc.)
- integrate the company into a local ecosystem or network of players
- provide overall consistency in the operational marketing of a complex offer (by taking into account positioning and target)
- make marketing decisions in a complex environment

Students who take this subject must have the following prerequisites:

- know how to carry out market research: draw up a questionnaire, conduct a quantitative and qualitative study, analyze the data collected, make marketing choices to build a simple offer by means of market research.
- carry out marketing actions: study marketing mix, make marketing decisions to ensure marketing mix consistency, launch a new product, design a coherent offer



## DIGITAL MARKETING AND E-BUSINESS (36h) – 6 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 (34,5h) – 6 ECTS

### Fundamentals of the Sales and Team Management

-19,5h-

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) - 17 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-

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### French Language and Culture

-60h-

French language skills: 6 ECTS

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# INTERNATIONAL BUSINESS AND MANAGEMENT (38h) – 6 ECTS

## International payment methods

-14h-

International methods and techniques of payment :  
Bank transfers, open account, documentary credit,  
cash on delivery, & SBLC (Stand By Letter of Credit)  
INCOTERMS and quotations rehearsals



## International Management

-24h-

This course aims at providing the students with the knowledge, skills and perspectives necessary to understand and manage global business activities:

### 1. Managing cultural differences:

Understanding and managing cultural differences is crucial in the international context. Students must be able to recognize and navigate cultural differences in business practices, communication, negotiation and the management of multicultural teams.

### 2. Developing international leadership skills:

They need to develop leadership skills that are effective in a global context, including the ability to inspire and motivate multicultural teams, to make strategic decisions in complex and changing environments, and to communicate effectively across cultural and linguistic boundaries.

## ELECTIVES

### Applied Statistics\*

-15h-

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.

\* available for a minimum of 10 students

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)*

