

## ADVANCED CERTIFICATE Short course descriptions

### Fall Semester 2017

Undergraduate - English language - Poitiers campus

#### **Marketing Research project**

This course introduces students to the practical aspects of designing and carrying out marketing research. Students will look at and analyse a variety of concepts, techniques and models in order to measure consumer responses with a view to inform strategic marketing decisions.

#### **Aspects of international marketing**

To introduce students to the complexities of international marketing and to explore themes relating to assessing and servicing international markets. The main themes encountered are listed below:

Complexity: the role of international marketing in a globalized environment.

How does international marketing meet the needs of growth objectives?

Concepts behind distribution strategy and how companies adapt to address complexities.

The role of culture in international marketing, impact on communications.

Information sources and scanning for international operations.

Market entry strategies; exporting, licensing, foreign direct investment.

Internationalising product management strategies; understanding communications.

#### **Branding: How to get what you see.**

Everything can be branded: products, services, people, ideas, etc. Yet not all brands are able to stand the test of time.

The course looks at bridging the gap between the promises made by organisations through their brand(s) and the way these are delivered, or not...

Using current examples from a variety of backgrounds, the module intends to:

- Present key concepts in branding e.g. brand identity, brand image, brand attributes, brand personality
- Offer a compelling perspective on brand management and online branding communications
- Reflect on the link between relationship marketing and branding as a way to long-term sustainability
- Introduce some modern themes in branding e.g. brand 'bubble'

#### **Financial performance management**

To provide a practical understanding of Performance Management and some of the most important concepts practiced in corporations. In particular, students will learn how the adoption of carefully selected non-financial performance measures can improve a company's future financial performance.

## **Cross-cultural management**

Students will gain an understanding of organizations and management in an international context in evolution.

Learn about the concept of culture and its influence on organizations and management in today's international companies.

Study cultural dimensions and differences between various cultures.

Be able to analyse cultural influences on management styles in organizations.

Develop an intercultural savoir-être

Be able to apply this knowledge and attitude to solve management situations in multicultural contexts

## **Intercultural communication in business**

We live in an increasingly interconnected reality. Through technological progress, travelling around the world has become easy and affordable to a large number of people. The Internet makes it possible to get in contact with people who live on the other side of the planet. Companies are acting global and every day, numerous employees need to cooperate with colleagues from different continents, either at their workplace, through video conferences or on the phone. On the other hand a great number of companies fail to establish themselves abroad because of missing intercultural know-how. This course is designed to develop cultural awareness in our intercultural communication so you will be able to anticipate or solve conflicts in an international context effectively.

You will learn to define what culture and communication are and study key concepts of intercultural communication.

## **Luxury business management**

Enable students to master the luxury problematic through acquisition of an analysis method of growth strategies using a flag brand.

Make students aware of a rather new reality:

- luxury is everywhere nowadays, at about any price, from the lowest to the highest
- but there is no more exclusive luxury supply

Point out assets / limits of strategies in luxury business:

The luxury brand's specific brightness must be preserved

External investors ask for short / mid-term yield

Leaving the original cast is creating sharper competition between luxury brands

Brand overexposure (enlarged supply, new markets) induces risk of saturation from a more and more chatted-up and less and less loyal clientele

Identify an emerging threat for western luxury companies: far-eastern competitors

## **Services marketing**

To introduce students to the fundamentals of marketing with reference to services in particular.

To explore the differences between product and services marketing.

To understand service distribution.

To identify key aspects of loyalty building and Customer Relation Management.

To understand what is meant by service processes and sales.

## **Project management**

To understand what a project is. See the flow of events. Write a practical plan. Master different project-management tools. At the end of the lecture students: Define a project schedule and manage a project from the idea to the team dissolution.

## **Thesis**

Thesis is an applied research project that aims to help students develop analytical and practical skills that will be of great value for potential employers and thus enhance the students' professional prospects.

The students will need to choose a management issue, carry out a profound critical analysis of the issue and suggest solutions for businesses where appropriate.

The purpose of the paper is to make a statement and prove it, or define a problem and solve it.

Apart from the effective written communication skills, the students will also demonstrate their organizational skills (planning, time management...) and ability to structure their thoughts and analysis.

The choice of the topic is the student's responsibility and is flexible. The students are free to choose any management-related or business-related subject. The issue they will research needs to be relevant for management or development of a company or a particular industry/sector.

The statement to be proven cannot be a common-knowledge statement/problem or something so broad as to obviously be unable to be proven within the constraints of the paper.

The research results will go beyond a purely academic value and must be of a practical and applied value either for a company or for the professional expertise of the student

The launching session and face-to-face tuition aims to help the students carry out the work required.

## **European culture**

The objectives of this course are to explore and develop students' intercultural awareness of Europe by examining historical, political, economic, cultural, business and lifestyle issues. The "French" exception will provide a basis for study and comparison.

## **General Study seminar**

French cuisine has been classified World Cultural Heritage by UNESCO since late 2010. France is the number one country in the world for tourism and has a great gastronomic history and architectural reputation.

Gourmet tourism has more and more followers.

This course is designed to provide students with a general overview of the different gastronomic areas in France. Students will experience how gastronomy and tourism are tied. That can be demonstrated by examples showing how gastronomy is an important part of the pleasure of travelling, visiting and understanding cultures. The purpose is also to express how trends have an influence on gastronomic development and, by consequence, tourism and the attached arts.