



A real international experience

BA (Hons) **Global Marketing** Top-up

This course is designed to enable students to acquire knowledge of marketing theories and concepts in the international context. Students will also receive training in the skills and techniques that will enable them to apply theory in the global workplace.

Students will be able to develop a critical understanding of international marketing and the skills required to identify, analyse and solve problems encountered in the development of international marketing strategies.

Why choose this course?

If you choose this course you could benefit from:

- A diploma fully accredited by Coventry University, “the UK best modern University 2014”
- A BA recognized worldwide and by the French ministry of National Education - equivalent to a L3 (180 ECTS). It will enable you to apply to any Master degree or “Ecole de Commerce” in France or all over the world
- A team of English speaking lecturers/tutors from the professional business world
- A permanent interactive link with Coventry University through the latest Information Technology
- Small classes led by academics with extensive industry experience
- An English Graduation ceremony in London*.

Cette formation a été conçue pour permettre aux étudiants d’acquérir des connaissances théoriques en marketing international. Ils auront également l’occasion de les mettre en oeuvre dans le cadre de situations pratiques afin de mieux se préparer aux attentes du marché du travail international.

Les étudiants sauront être en mesure de développer une compréhension critique du marketing international et acquérir les capacités requises pour identifier, analyser et résoudre les problématiques liées aux stratégies marketing internationales.

Pourquoi choisir cette formation?

En choisissant cette formation, vous bénéficierez :

- D’un diplôme délivré par Coventry University, the UK “ best modern University 2014”
- D’un diplôme reconnu dans l’Espace Européen de l’enseignement Supérieur (L3-180 ECTS), vous permettant ainsi de poursuivre en Master et Grandes Ecoles en France et ailleurs
- De cours dispensés par des enseignants anglophones en lien avec le monde professionnel
- Des ressources pédagogiques de Coventry University via les dernières technologies web
- D’un enseignement en groupe de taille humaine pour vous permettre d’être accompagné dans vos projets personnels et professionnels
- D’une pédagogie dynamique et innovante basée sur des études de cas et un système de “ coaching ”
- D’une remise de diplôme officielle à Londres*.

Modules include

<p>Term 1 30 ECTS</p>	<p>Developing Business skills</p> <p><i>The aim of this module is to ensure students have a clear understanding of the requirements of the final year of undergraduate study and provides them with a range of skills that will enable them to navigate their programme of study with the greatest chance of success.</i></p>	<p>Business Research Methods</p> <p><i>This module gives students the methods and a methodology for undertaking a piece of research in the business or management field.</i></p>	<p>International Business Strategy</p> <p><i>This module aims to provide students with an understanding of the challenges of international business and of the strategic issues facing businesses.</i></p>	<p>International Marketing Strategy</p> <p><i>Students are introduced to the various aspects of international marketing with the principal objective of developing the skills to identify, analyse and solve problems encountered in the development of international marketing strategies.</i></p>
<p>Term 2 30 ECTS</p>	<p>Work-based Project</p> <p><i>We encourage all students to apply for workplace projects which are relevant to their studies and, if possible, match their career aspirations.</i></p>	<p>Advanced Marketing Strategy</p> <p><i>Drawing on strategic marketing concepts and theories underlying the development of plans and controls for longer-term strategic purposes, students will study the skills required to design, implement and administer a marketing strategy.</i></p>	<p>Marketing Communications</p> <p><i>This course aims to provide insights into how the media planning function works and students will learn how to produce communication campaigns that deliver business and marketing objectives.</i></p>	

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Durée de la formation

30 semaines réparties en 2 semestres

Début de la formation

Octobre

Conditions d'admission

Titulaires d'un BAC+2 — 120 ECTS

(DUT, BTS, CPGE, Universités...)

Bon niveau d'anglais.


Coventry University
London Campus


RenaSup
Recherche nationale d'enseignement supérieur privé
Enseignement catholique français

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*Additional fees