

Field of study **Management, Economy,
Communication**

Training available in

Apprenticeship

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

CFA Descartes - Champs-sur-Marne (77)

Calendar :

In initial training, the work placement period is a solid block of 12 weeks. The schedule of a work-study programme is 2 days of training / 3 days in the company.

Contacts :

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More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



Professional Bachelor Marketing Products and Services Business Development Manager



Institut Universitaire de Technologie (IUT)

Professional Bachelor LP

TO GET THERE

This course is designed for:

- students with a Technical University Diploma, an Advanced Vocational Training Certificate or an equivalent diploma (two years of higher education)
- students who have completed two years of a Licence degree and wish to take a course with a professional focus that will open the door to the world of work after three years of higher education.
- professionals who wish to validate professional experience.

ACQUIRED SKILLS

Graduates of this professional Licence are able to:

- define a sales policy and the means of its implementation;
- develop customer relations management as part of a strategy to build customer loyalty and/or win new customers;
- coordinate and develop sales networks, channels and distribution circuits, facilitating the producer/consumer relationship;
- develop marketing decision-making tools and methods;
- organise and coordinate the activity of sales teams;
- ensure their actions are in line with the company's overall strategy and understand the environmental factors that influence the market and, in particular, be familiar with and understand the challenges of the digital transformation in their activity;
- contribute to increasing the profitability of the business.

YOUR FUTURE CAREER

This professional Licence aims to open the door to employment.

Graduates can aspire to the following positions:

- business development manager,
- marketing manager,
- sales manager,
- account manager,
- sales and/or purchasing administration manager,
- etc.

BENEFITS OF THE PROGRAM

Quality teaching by experienced professionals and faculty. This work-study programme is based on a long-standing partnership with CFA Descartes, a recognised apprentice training centre for higher education courses. Extensive support for students (methodology, support workshops, finding an apprenticeship, pedagogical monitoring, etc.).

More information



YEAR

ANIMER ET DEVELOPPER UN RESEAU COMMERCIAL

Stratégie : B to C / B to C (ECTS:3)

Communication & promotion (ECTS:2)

Marketing & Intelligence économique (ECTS:2)

Négociation (approfondissement) (ECTS:3)

GERER UNE ENTITE COMMERCIALE

Gestion de la relation client (approfondissement) (ECTS:3)

Gestion et financement d'une structure commerciale (ECTS:4)

Gestion de projet : méthodologie et conduite (ECTS:3)

MANAGER UNE EQUIPE COMMERCIALE

Management d'équipe (ECTS:3)

Analyse et pilotage de la performance commerciale (ECTS:4)

Posture managériale (ECTS:2)

MAITRISER LES OUTILS TRANSVERSAUX

Anglais (ECTS:3)

Approfondissement des outils de communication (ECTS:2)

Outils informatiques du manager & web (ECTS:3)

Outils juridiques du manager (ECTS:2)

PROJET TUTEUR

Projet tutoré (ECTS:10)

MISE EN SITUATION PROFESSIONNELLE

Mémoire professionnel (ECTS:10)