

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

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

How to apply :

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

Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris

Calendar :

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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 Tourism Professions: Marketing of Tourism Products Web Design and Web Marketing



Institut Francilien d'ingénierie des Services (IFIS)

Professional Bachelor LP

TO GET THERE

Advanced vocational training certificate, university technical diploma, second-year Licence degree, validation of professional skills.

ACQUIRED SKILLS

This professional Licence degree in Web Design and Web Marketing is designed to meet companies' needs in terms of implementing their sales, promotion and tourism-development policies using technological and IT tools. In this highly competitive sector, jobs are evolving quickly and becoming more professional, requiring knowledge of new techniques, tools and communication methods.

YOUR FUTURE CAREER

The career prospects are rich and varied: webmaster, project manager, development, product design and web communication strategy, marketing manager, CRM, community management, etc.

Some students go on to study for a professional Master's degree, mainly as apprentices.

BENEFITS OF THE PROGRAM

Most students study under an apprenticeship or a professionalisation contract. Students also receive efficient follow-up from tutors at the university, allowing them to validate and easily integrate work and projects completed at the university within the company. This approach also aims to foster trust and harmony between training and the professional world.

More information



YEAR

Connaissances fondamentales (ECTS:12)

- Connaissance de l'entreprise
- Gestion Ressources humaines
- Communication
- Communication numérique
- Marketing
- Anglais

Knowledge of the trades of tourism (ECTS:14)

- Management de projet
- Panorama du tourisme digital
- Big data et Tourisme
- Ingénierie commerciale
- Economie du tourisme
- Digital Marketing
- Economie collaborative et outils

Enseignement approfondi (ECTS:14)

- Géographie du Tourisme
- Community Management
- Outils et developpement internet
- CRM ET WEBMARKETING
- Social media management
- Multimedia

Enseignement appliqué (ECTS:8)

- Conférences
- Projet tutoré

Enseignement professionnel (ECTS:12)

- methodologie
- Stage
- Mémoire