

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

Training available in

Apprenticeship

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 - Champs sur Marne - Bâtiment Bois de l'Étang 5 Boulevard Descartes 77420 Champs-sur-Marne

Calendar :

One week at IAE Gustave Eiffel and one week in a company, i.e. 60% of the year in a company.

Contacts :

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Academic coordinator

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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



IAE PARIS-EST
École de management
UNIVERSITÉ PARIS-EST CRETEIL - UNIVERSITÉ GUSTAVE EIFFEL



IAE PARIS-EST
École de management

Bachelor's degree Economics and Management Commercial Management and Customer Relations



UFR de Sciences Économiques et de Gestion (SEG)
IAE Paris-Est

Bachelor's degree L3

TO GET THERE

Mainly for students with an L2 in Economics and Management - DUT (University Technology Diploma) in Marketing Techniques, Administration and Business Management (specialising in Organisational Management, Accounting and Financial Management), Administrative and Commercial Management. However, the training programme is also open to students with other second-year university level diplomas, provided they are highly motivated and have a very high level of academic achievement.

ACQUIRED SKILLS

The Licence 3 in Commercial Management and Customer Relations develops the following skills:

- Sales: mastering sales techniques and working on the business approach.
- Technical: ability to analyse and reason, written and oral expression in French and English, understanding of the legal and economic environment.
- Behavioural: independence, initiative, versatility, proactiveness, etc.

YOUR FUTURE CAREER

This Licence 3 is aimed at students wishing to continue their studies with a Master's degree specialising in:

- Business: Banking, Business Engineering, Operational Management of Commercial Networks
- Sales Marketing rather than Marketing and Management of Services, Innovation Design and Luxury. The career opportunities on completion of this pathway depend on the chosen Master's degree.

BENEFITS OF THE PROGRAM

- Small classes for personalised supervision
- Teaching by faculty members and professionals with experience and recognition in their field of expertise (sales and negotiation, communication, digital and omnichannel professions)
- Support in finding an apprenticeship contract
- Work-study training with 60% of the time spent in the company
- Completion of a professional dissertation

More information



PROGRAM

SEMESTER 5

Evaluer et Analyser les performances d'une organisation
Contrôle de gestion (ECTS:4.5)
Analyse de la performance commerciale (ECTS:3)
Comprendre l'environnement des organisations 1
Culture générale et économique (ECTS:4.5)
Psychosociologie de la consommation (ECTS:3)
Maîtriser la vente et la relation client 1
Relation client omnicanal (ECTS:3)
Techniques de ventes business to consumer (ECTS:3)
Analyse de la pratique professionnelle et projet (ECTS:3)
Communiquer à l'écrit et à l'oral MCRC 1
Communiquer avec le client à l'oral (ECTS:3)
Anglais commercial (ECTS:3)

SEMESTER 6

Comprendre le fonctionnement des organisations 2
Droits des contrats et de la consommation (ECTS:4.5)
Spécificités sectorielles des métiers commerciaux (ECTS:3)
Histoire de la pensée managériale (ECTS:4.5)
Maîtriser la vente et la relation client 2
Pilotage de la performance commerciale (ECTS:3)
Gestion du portefeuille clients et outils CRM (ECTS:3)
Techniques de ventes business to business (ECTS:3)
Pratique professionnelle commerciale (ECTS:3)
Communiquer à l'écrit et à l'oral MCRC 2
Anglais commercial (ECTS:3)
Communiquer avec le client à l'écrit (ECTS:3)