

BACHELOR INTERNATIONAL TRADE ^{BAC+3} 100% ENGLISH

INTERNSHIP
INTERNATIONAL

IMMERSION

INTERNATIONAL
JOB

PROGRAMME

Year 1



The Organisational And Legal Fundamentals Of The Digital Company

General organisational framework for companies

General and digital legal framework

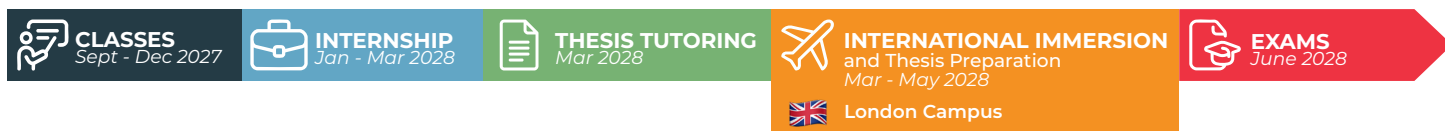
Marketing and Commercial Relations (Part 1)

Introduction and market research – The operational marketing plan – Customer Relationship Management (CRM)

Communication Strategy For The Digital Company

Players, trends and new consumer behaviour in the digital economy – Creating a website

Year 2



Legal Framework For Multimedia And E-Commerce

The legal fundamentals of the digital company

Marketing and Commercial Relations (Part 2)

Strategic marketing - International marketing - Sales techniques - Quality management in customer relations

Strategy And Communication For The Digital Company

Technological monitoring and digital intelligence - Website design - Multimedia strategy

Professional Assignment (≤12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1

German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)

German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

EUROPEAN CULTURE AND CITIZENSHIP (20H)

The European project: Culture and Democracy for Active Citizenship

The importance of history (OHE Observatory on History Teaching in Europe)

Contemporary Europe

Europe and the World

Cultures and diversity in Europe European citizenship

The workings of the European Union Importance, challenges and future of European construction

Focus on corruption (GRECO)

Year 3



Marketing and Sales Development

Strategic and operational marketing

Customer Relationship Management (CRM) and optimising customer management

Marketing and consumer law – Distribution

Communication law – B-to-B marketing – E marketing – Brand management – Sales development

International Trade

International market environment

International development – International sales

Professional assignment (≥12 weeks)

Internship – Apprenticeship – Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1

German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)

German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese



'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

The importance of history (OHE Observatory on History Teaching in Europe)

Contemporary Europe

Europe and the World

Cultures and diversity in Europe European citizenship

The workings of the European Union Importance, challenges and future of European construction

Focus on corruption (GRECO)

Intercultural management and human resources

Culture and cultural diversity

Intercultural communication in an organisation

Managing intercultural aspects and resolving cultural conflicts

Working in Europe

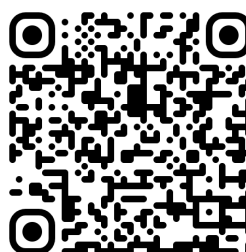
Social protection systems in Europe

Corporate Social Responsibility (CSR)

CAREER

- international**
- Business Development Manager
 - Business Development Assistant
 - Business Developer
 - Sales Engineer
 - Sales Representative
 - Technical Sales Representative
 - Account Manager
 - ...

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about the programme

