



# ENGLISH-TRACK COURSE DESCRIPTION



UNIVERSITÉ TOULOUSE III

# IUT PAUL SABATIER

## DÉPARTEMENT TECHNIQUES DE COMMERCIALISATION

*(Communication, Marketing & Sales Department)*

### ORGANIZATION OF STUDIES AND TEACHING HOURS

#### FALL SEMESTER

FIRST MONDAY OF SEPTEMBER - MID-DECEMBER

MODULES	TEACHING HOURS	ECTS/CREDITS
BUSINESS ENGLISH (ESL) III	14	5
DIGITAL COMMUNICATION	14	5
DIGITAL MARKETING	14	5
PSYCHO-SOCIOLOGY IN THE WORKPLACE	14	5
INTERNATIONAL ECONOMIC ENVIRONMENT	14	5
INTERNATIONAL MARKETING	14	5
ENTREPRENEURSHIP	14	5
MARKETING MIX	14	5
GROUP PROJECT	30	3
FRENCH AS A FOREIGN LANGUAGE	20	5
SPANISH	14	5

#### WINTER SEMESTER

FIRST MONDAY OF JANUARY - END OF MARCH

MODULES	TEACHING HOURS	ECTS/CREDITS
BUSINESS ENGLISH (ESL) IV	14	5
GLOBAL COMMUNICATION	12	5
BUYING AND QUALITY MANAGEMENT	12	5
COMMERCIAL OFFER	8 HOURS + PERSONAL RESEARCH	5
SALES TEAM MANAGEMENT	14	5
GROUP PROJECT	30	3
FRENCH AS A FOREIGN LANGUAGE	20	5
SPANISH	14	5

GRADES are out of 20

- Continuous assessment can include group work, individual essays, oral presentation and/or final exam. Each teacher states the type of evaluation at the beginning of the module.
- Group project and Internship are assessed through a written report and an oral presentation.

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## DÉPARTEMENT TECHNIQUES DE COMMERCIALISATION

*(Communication, Marketing & Sales Department)*

### ORGANIZATION OF STUDIES AND TEACHING HOURS

#### SELF-STUDY & RESEARCH

##### DISSERTATION UNDER THE SUPERVISION OF ONE OF OUR TEACHERS

MODULES	ECTS/CREDITS
DISTRIBUTION & RETAILING	5
INTERNATIONAL BUSINESS	5
LOGISTICS	5
INTERPERSONAL COMMUNICATION AND PERSONAL DEVELOPMENT	5
ACCOUNTING AND FINANCE	5
CORPORATE SOCIAL RESPONSIBILITY AND ETHICS IN BUSINESS	5
BUSINESS/MARKETING/COMMUNICATION-RELATED TOPICS	5

#### SPRING SEMESTER

MODULES	ECTS/CREDITS
WORK EXPERIENCE IN A COMPANY	10 ECTS/CREDITS

**GRADES** are out of 20.

- Continuous assessment can include group work, individual essays, oral presentation and/or final exam. Each teacher states the type of evaluation at the beginning of the module.
- Group project and Internship are assessed through a written report and an oral presentation.



# FALL SEMESTER

FIRST MONDAY OF SEPTEMBER-MID-DECEMBER

MODULES	TEACHING HOURS	ECTS/CREDITS
BUSINESS ENGLISH (ESL) III	14	5
DIGITAL COMMUNICATION	14	5
DIGITAL MARKETING	14	5
PSYCHO-SOCIOLOGY IN THE WORKPLACE	14	5
INTERNATIONAL ECONOMIC ENVIRONMENT	14	5
INTERNATIONAL MARKETING	14	5
ENTREPRENEURSHIP	14	5
MARKETING MIX	14	5
GROUP PROJECT	30	3
FRENCH AS A FOREIGN LANGUAGE	20	5
SPANISH	14	5

# Business English (EFL)

LECTURER : Mrs Agnès Pennarun  
5 ECTS / credits

## OBJECTIVES

Applying language skills in a professional context

## SKILLS

- Understanding oral and written professional documents
- Mastering oral and written communication
- Presenting one's work orally
- Interacting in a professional context

## CONTENTS

Any types of documents can be used related to management, economics, marketing and sales.

The following themes will be tackled:

- CV, cover letter and job interview
- Marketing related activities: group work, individual essays, oral presentations, etc.

## CONTINUOUS ASSESSMENT

- 50% oral / 50% written
- Individual and group work

# Global Communication

LECTURER : Mrs Nolwena Monnier  
5 ECTS / credits

## OBJECTIVES

- Being able to design a multi-channel communication campaign
- Understanding the issues linked to a 360° communication campaign

## SKILLS

- Analysing the existing campaign of a company/institution/charity (media, outside media, online)
- Suggesting improvements
- Designing new communication tools
- Planning, budgeting and launching a 360° campaign

## CONTENTS

- Media, outside media and online communication tools
- Assessing the campaign (indicators, KPI, etc)
- Suggesting new means of communication/target
- Creating new designs

## CONTINUOUS ASSESSMENT

- Individual report
- Oral presentation

# Digital Marketing

LECTURER : Mrs Nolwena Monnier  
5 ECTS / credits

## OBJECTIVES

- Mastering the different digital marketing techniques

## SKILLS

- Understanding the impact of digital marketing on modern organizations
- Choosing the right digital solution depending on the structure, products, organization.

## CONTENTS

- Discovering the different aspects of digital marketing
- Designing a persona and knowing about funnel
- Acing an internet site
- Mastering SEO, SMA, SE

## CONTINUOUS ASSESSMENT

- Oral presentation / Group work

# Psycho-sociology in the workplace

LECTURER : Mrs Nathalie Bartle  
5 ECTS / credits

## OBJECTIVES

- Understanding the complexity of organization

## SKILLS

- Identifying the cognitive, conative and affective effects of the work place on workers and the impact on their professional identities.
- Building and using tools to assess socio-cognitive determinants.

## CONTENTS

- Analysing CSR and commercial performance versus working conditions and well-being at work
- Analysing and handling situations at work.
- Understanding interaction between the social & ecological environment and the company and its marketing strategies.
- Elaborating a team-building approach integrating the principles seen in class.

## CONTINUOUS ASSESSMENT

- Group work / Written exam

# International Economic Environment

LECTURER : Mrs Leila Ricci  
5 ECTS / credits

## OBJECTIVES

- Understanding the characteristics of international environment

## SKILLS

- Identifying and choosing the right targets
- Evaluating potential projects
- Managing the elements necessary to export

## CONTENTS

- Knowing about international markets
- Organizing prospection and sales
- Dealing with market differences
- Managing logistics and legal aspects

## CONTINUOUS ASSESSMENT

- Written test / Report

# Entrepreneurship

LECTURER : Mrs Emilie Rolland  
5 ECTS / credits

## OBJECTIVES

- Managing the different steps of setting up a business

## SKILLS

- Working as part of a team
- Innovating in business
- Dealing with legal, financial and commercial aspects

## CONTENTS

- Creating a company in a one-day challenge
- Writing a business plan
- Pitching in front of a professional jury

## CONTINUOUS ASSESSMENT

- Final oral group presentation

# Marketing Mix

LECTURER : Mrs Emilie Rolland  
5 ECTS / credits

## OBJECTIVES

- Understanding all the aspects of a marketing mix

## SKILLS

- Being able to set up a coherent operational marketing offer
- Analysing the environment and targets
- Mastering the sector of services

## CONTENTS

- Suggesting an operational offer (service, distribution, communication)
- Including CSR-related issues in the offer
- Matching the offer with an international environment

## CONTINUOUS ASSESSMENT

- Group work / Written exams
- Oral presentation

# Group project

LECTURER : Several teachers  
6 ECTS / credits

## OBJECTIVES

- Work as a team on a professional project
- Develop the student's interpersonal and organizational skills
- Provide solutions adapted to the requests of the company in terms of
- Market research, marketing or advertising and promotion.

## SKILLS

- Putting into practice the methodology to carry out projects
- Getting to know about business constraints
- Developing analytical skills & Using problem solving skills
- Developing autonomy, initiative, team work, ability to adapt to various
- Professional contacts
- Meeting a schedule and budget

## EXAMPLES OF TASKS CARRIED OUT

- Communication campaign
- Marketing studies
- Business development
- Event management

## ASSESSMENT

- Group report / Oral presentation

# French as a foreign language

At our language center  
4 ECTS / credits

## OBJECTIVES

- Understand basic conversation in French
- Introduce oneself in French
- Hold basic conversation
- Get notions of the French culture

## SKILLS

- Writing
- Reading
- Listening
- Speaking

## EXAMPLES OF TASKS CARRIED OUT

- Dialogues & role plays
- Grammar & vocabulary drills

## CONTINUOUS ASSESSMENT

- Written test / Oral presentation

# Spanish

Mrs Anny Canovas  
5 ECTS/credits

## OBJECTIVES

- Applying language skills in a professional context

## SKILLS

- Writing
- Reading
- Listening
- Speaking

## CONTENTS

Examples of tasks carried out:

- Dialogues & role plays
- Grammar & vocabulary drill

## CONTINUOUS ASSESSMENT

- Continuous assessment: Written test / Oral presentation



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MODULES	TEACHING HOURS	ECTS/CREDITS
BUSINESS ENGLISH (ESL) IV	14	5
GLOBAL COMMUNICATION	12	5
BUYING AND QUALITY MANAGEMENT	12	5
COMMERCIAL OFFER	8 HOURS + PERSONAL RESEARCH	5
SALES TEAM MANAGEMENT	14	5
GROUP PROJECT	30	3
FRENCH AS A FOREIGN LANGUAGE	20	5
SPANISH	14	5

# Business English (EFL)

LECTURER : Mrs Agnès Pennarun  
5 ECTS / credits

## OBJECTIVES

- Applying language skills in a professional context

## SKILLS

- Reviewing and reporting on general or professional documents
- Debating on topical issues, using the tools needed to interact in a professional situation

## CONTENTS

- Corporate Social Responsibility
- Press review on a marketing related subject

## CONTINUOUS ASSESSMENT

- Assessment: 50% written / 50% oral

# Global Communication

LECTURER : Mrs Nolwena Monnier

5 ECTS / credits

## OBJECTIVES

- Being able to design a multi-channel communication campaign
- Understanding the issues linked to a 360° communication campaign

## SKILLS

- Analysing the existing campaign of a company/institution/charity (media, outside media, online)
- Suggesting improvements
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## CONTENTS

- Media, outside media and online communication tools
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- Suggesting new means of communication/target
- Creating new design

## CONTINUOUS ASSESSMENT

- Individual report / Oral presentation

# Purchasing Process

LECTURER : Mrs Emilie Rolland  
5 ECTS / credits

## OBJECTIVES

- Understanding the issues of quality management and purchasing in business
- Understanding the key tools and methods of quality and purchasing

## SKILLS

- Participating in the purchasing process of a company
- Using purchasing-related tools
- Having a quality ethos and mastering the key concepts of quality management

## CONTENTS

- Purchasing Function
- Role and importance of the purchasing function and purchasing process
- Ethics and eco-responsibility in purchasing
- Methods and techniques
- Analysis of the needs of the company and of the supplier market
- Specification and selection of product/supplier relationship
- Monitoring of the purchases
- Purchasing negotiation
- Preparation of the negotiation
- Purchasing meeting and supplier relationship management
- Purchasing contract process

## CONTINUOUS ASSESSMENT

- Oral presentation

# Commercial Offer

LECTURER : Mrs Maïté Ducuing  
5 ECTS / credits

## OBJECTIVES

- Being able to design a commercial offer

## SKILLS

- Analysing the market environment
- Designing a commercial strategy
- Setting up commercial tools

## CONTENTS

- Company study case

## CONTINUOUS ASSESSMENT

- Oral presentation

# Sales Team Management

LECTURER : Mrs Leila Ricci

5 ECTS / credits

## OBJECTIVES

- Understanding CRM
- Mastering CRM tools and documents

## SKILLS

- Designing communication and information documents
- Analysing return rates
- Using CRM tools
- Analysing and monitoring documents.

## CONTENTS

- CRM concerns
- Management of database
- Setting up a CRM campaign (objective, targeting, tools)
- Measuring the efficiency of a campaign
- Building up customer loyalty
- Using CRM software

## CONTINUOUS ASSESSMENT

- Written test / Oral presentation

# Group project

LECTURER : Several teachers  
6 ECTS / credits

## OBJECTIVES

- Work as a team on a professional project
- Develop the student's interpersonal and organizational skills
- Provide solutions adapted to the requests of the company in terms of
- Market research, marketing or advertising and promotion.

## SKILLS

- Putting into practice the methodology to carry out projects
- Getting to know about business constraints
- Developing analytical skills & Using problem solving skills
- Developing autonomy, initiative, team work, ability to adapt to various
- Professional contacts
- Meeting a schedule and budget

## EXAMPLES OF TASKS CARRIED OUT

- Communication campaign
- Marketing studies
- Business development
- Event management

## ASSESSMENT

- Group report / Oral presentation

# French as a foreign language

At our language center  
4 ECTS / credits

## OBJECTIVES

- Understand basic conversation in French
- Introduce oneself in French
- Hold basic conversation
- Get notions of the French culture

## SKILLS

- Writing
- Reading
- Listening
- Speaking

## EXAMPLES OF TASKS CARRIED OUT

- Dialogues & role plays
- Grammar & vocabulary drills

## CONTINUOUS ASSESSMENT

- Written test / Oral presentation

# Spanish

Mrs Anny Canovas  
5 ECTS/credits

## OBJECTIVES

- Applying language skills in a professional context

## SKILLS

- Writing
- Reading
- Listening
- Speaking

## CONTENTS

Examples of tasks carried out:

- Dialogues & role plays
- Grammar & vocabulary drill

## CONTINUOUS ASSESSMENT

- Continuous assessment: Written test / Oral presentation



# SELF-STUDY & RESEARCH

DISSERTATION UNDER THE SUPERVISION OF ONE OF  
OUR TEACHERS

MODULES	ECTS/CREDITS
DISTRIBUTION & RETAILING	5
INTERNATIONAL BUSINESS	5
LOGISTICS	5
INTERPERSONAL COMMUNICATION AND PERSONAL DEVELOPMENT	5
ACCOUNTING AND FINANCE	5
CORPORATE SOCIAL RESPONSIBILITY AND ETHICS IN BUSINESS	5
BUSINESS/MARKETING/COMMUNICATION-RELATED TOPICS	5

# Distribution & retailing

Mrs Agnès Le Guillou  
5 ECTS/credits

## OBJECTIVES

- Choosing appropriate channels of distribution

## SKILLS

- Knowing about the different types of distribution channels
- Being able to choose the best solution
- Making recommendations

## CONTENTS

- The different distribution channels
- Advantages and drawbacks

## CONTINUOUS ASSESSMENT

- Dissertation on a case-study

# Logisitics

Mrs Taskeen Torrero  
5 ECTS/credits

## OBJECTIVES

- Mastering the issues linked to the logistic chain

## SKILLS

- Knowing about the different types of distribution channels
- Being able to choose the best solution
- Making recommendations

## CONTENTS

- The different distribution channels
- The different actors of the logistic chain
- Local, national and international logistics

## ASSESSMENT

- Dissertation on a case-study

# Accounting and finance

Mr Serge Agbodjo  
5 ECTS/credits

## OBJECTIVES

- Improving knowledge of accounting and finance

## SKILLS

- Knowing about the different issues of international finance
- Setting up recommendations regarding accounting

## CONTENTS

- On request depending on students' needs

## CONTINUOUS ASSESSMENT

- Dissertation

# CSR and ethics in business

Mr Alexandre Lapeyre Mrs Caroline Aubry  
5 ECTS/credits

## OBJECTIVES

- Mastering CSR and ethical issues in a company

## SKILLS

- Analysing the CSR policy of a company
- Making recommendations
- Dealing with greenwashing strategies

## CONTENTS

- What is CSR? What is greenwashing?
- What can be done in companies?
- Why is it important?
- The bias of CSR.

## CONTINUOUS ASSESSMENT

- Dissertation on a case-study

# Interpersonal Communication skills

Mrs Sandrine Galéa

5 ECTS/credits

## OBJECTIVES

- Improving communication and interpersonal relationships at work and in everyday life.

## SKILLS

- Improving listening skills
- Using non-defensive communication
- Handling conflicts in the workplace

## CONTENTS

- Listening Attitudes and responses by EH Porter & C. Rogers
- Defence mechanisms
- Non-defensive communication
- Assertiveness
- Conflict management

## CONTINUOUS ASSESSMENT

- Dissertation and Oral presentation

# Strategic marketing

Mrs Caroline Aubry  
5 ECTS/credits

## OBJECTIVES

- Being able to implement strategic development

## SKILLS

- Analysing the market environment
- Being able to determine the company's strategy
- Making recommendations on the company's strategy

## CONTENTS

- SWOT, PESTEL and Porter analysis
- Competitors analysis
- CSR policy

## CONTINUOUS ASSESSMENT

- Dissertation on a case-study

# Sustainable Tourism

Mrs Nolwena Monnier  
5 ECTS/credits

## OBJECTIVES

- Mastering the issues linked to sustainable tourism

## SKILLS

- Analysing the situation of a company/country
- Using different sustainable strategies in an efficient way
- Assessing these strategies

## CONTENTS

- Mont Saint Michel's sustainability
- The different sustainable strategies
- The legal / financial / human aspects of sustainable tourism

## CONTINUOUS ASSESSMENT

- Oral presentation / Report on a practical case

Other Business / marketing / communication-related topics on request.



# SPRING SEMESTER

DISSERTATION UNDER THE SUPERVISION OF ONE OF  
OUR TEACHERS)

MODULES	ECTS/CREDITS
WORK EXPERIENCE IN A COMPANY	10 ECTS/CREDITS

# Professional experience

LECTURER : Personal tutor  
10 ECTS/credits

## OBJECTIVES

- Understand the company in its social, technical, economic and organizational aspects
- Carry out a set of business-related tasks.
- Use the knowledge and skills acquired during the course
- Acquire professional knowledge

## SKILLS

- Using all academic skills and knowledge within the internship missions
- Developing personal and interpersonal skills: Initiative, Teamwork, Autonomy
- Implementing business skills

## CONTENTS

- Market research, marketing research, commercial communication operations,
- Prospecting, sales, logistics, HR and other business-related tasks.

## CONTINUOUS ASSESSMENT

- Report / Oral presentation



## CONTACT FOR MORE INFORMATION :

**Nolwena MONNIER** : [nolwena.monnier@iut-tlse3.fr](mailto:nolwena.monnier@iut-tlse3.fr)

**Leila RICCI** : [leila.ricci@iut-tlse3.fr](mailto:leila.ricci@iut-tlse3.fr)

**Site web** : <https://iut.univ-tlse3.fr/>

IUT Paul Sabatier  
115C Route de Narbonne  
31077 TOULOUSE CEDEX 4  
Tel. +33 (0)5 62 25 80 00  
Fax. +33 (0)5 62 25 80 01