

BACHELOR MARKETING AND BUSINESS - 2nd Year BAC+3 Program

Internship: Operational Marketing, Communication and Events Mission.

Period: April-July

Duration: Minimum 12 weeks from 17/04/2023 to 25/07/2023

Objectives:

- To put into practice the technical and operational knowledge acquired during the first two years of the course.
- To develop an approach to organizations and a sector of economic activity.
- To use marketing tools.
- To develop one's capacity for conceptual analysis.

Example of missions:

- Carrying out a market study;
- Design and execution of studies;
- Product launch;
- Organization of events;
- Setting up promotional operations;
- Design of direct mail, e-mailing;
- Commercial development of a sector;
- Development of brochures and other communication tools;
- Development of a sales outlet;
- Organization of promotional shoots;
- Management and animation of social networks.