

Export Marketing



Crédits ECTS
Exchange
4.0



Composante
Institut
universitaire
de technologie
(IUT2)



Période de
l'année
Printemps (janv.
à avril/mai)

- > **Langue(s) d'enseignement:** Anglais
- > **Ouvert aux étudiants en échange:** Oui
- > **Crédits ECTS Exchange:** 4.0

Présentation

Description

During this one-week seminar, you will work full-time on a project with coaching from lecturers and professionals from different countries.

You will select a product or service which is little exported at the moment and choose a market for this product in a different country. Then you will devise a complete strategy, looking at adaptation requirements, culture, communication, distribution channels.

Infos pratiques

Campus

- > Grenoble - Doyen Gosse