

# Group project: Organising an event and evaluating it using commercial tools



Niveau d'étude  
Bac +2



ECTS  
4 crédits



Composante  
Institut  
universitaire de  
technologie de  
Valence (IUT  
Valence)



Volume horaire  
15h



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

## Diplômes intégrant cet élément

- Course offer for international exchange students - IUT Valence

- > **Langue(s) d'enseignement:** Anglais
- > **Ouvert aux étudiants en échange:** Oui
- > **Code d'export Apogée:** LY2BS401

## Présentation

### Description

This group project is the second part of "Group project: leading a project / preparing an event using marketing techniques" is part of an LES (Learning and Evaluation Situation) where students work autonomously on a project, in groups, while being supervised by a teacher.

The students will work in groups among french students. They will take part in a project that starts in September and ends at the end of March.

During the spring term, the students will focus on organising the event, getting ready for the D day .

**Période :** Semestre 4

# Infos pratiques

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## Lieu(x) ville

> Valence

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## Campus

> Valence - Briffaut