



CANNES

Global Marketing

Bachelor with Honours
Awarded by Coventry University in London





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Bac +3 (Diplôme Universitaire britannique)



Entry requirement

- ▶ L2 or equivalent
- ▶ English level : TOEIC 650

An academic programme of 2 semesters

Focused on strategic management practices and concepts. You will also have the opportunity of conducting a research project and gaining experience through a work study training.

All seven modules are mandatory.

You will receive up to 25 hours of formal teaching in a typical week of study. These study hours may be made up of a combination of face-to-face teaching, individual and group sessions. You will also be expected to spend a significant amount of time conducting independent study.

Job ready

This course aims to:

- ▶ Equip you with the skills you need to begin or advance your career in marketing.
- ▶ Develop your 'softer' skills - such as self-reliance; interpersonal, leadership and communication skills; logical approaches to work, creative problem-solving; and business acumen. These are highly transferable across all industries and would be useful if you decide to branch out into other sectors upon graduation.
- ▶ Give you opportunities for study visits to leading businesses, events and exhibitions in France and overseas.

Training Options

This course is offered either as an initial or in work-study (*apprentissage*). The advantages of a work-study training:

- ▶ Have a double graduation
- ▶ Be able to finance your studies through your host company
- ▶ Be paid during your training
- ▶ Combine theory and practice in a company
- ▶ Acquire skills before joining a company
- ▶ Be more competitive in the job market

Diploma

- ▶ Bachelor with Honours aims at a high level of professional integration, at bac +3
- ▶ British University post-graduates Diploma (120 ECTS) awarded by Coventry University (in the top 15 out of 121 UK universities)
- ▶ Level 6 certification
- ▶ The Global Marketing BA Hons programme is taught entirely in English in the certified site of « Coventry University / Côte d'Azur France »: Institut Supérieur du Tourisme de Cannes
- ▶ Since 2012, Coventry University has moved to France to deploy new higher education campuses across the country
- ▶ Double graduation as part of a work-study programme

Modules include				
Terms 1 (30 ECTS)	Developing Business skills The aim of this module is to ensure students have a clear understanding of the requirements of the final year of undergraduate study and provides them with a range of skills that will enable them to navigate their programme of study with the greatest chance of success.	Business Research Methods This module gives students some methods and a methodology for undertaking a piece of research in the business of management fields.	International Business Strategy This module aims to equip you with the knowledge, skills, and competencies to interpret and develop business strategy. You use this skills to assist an organization in creating and capturing value. Through this process, you develop an understanding of the impact of contemporary issues on the development and implementation of international strategy.	International Marketing Strategy Students are introduced to the various aspects for international marketing with the principal objective of developing the skills to identify, analyse and solve problems encountered in the development of international marketing strategy.
	Terms 2 (30 ECTS)	Work-based Project We encourage all students to apply for workplace projects which are relevant to their studies and if possible, match their career aspirations.	Marketing communications This module aims to provide insights into how the media planning function works and you will learn how to produce communication campaigns that deliver business and marketing objectives. Communication is a highly skilled art. Getting it right involves tailoring a huge range of approaches to meet your goals.	Advanced marketing strategy Drawing on strategic marketing concepts and theories underlying the development of plans and controls for longer-term strategic purposes, you will study the skills required to design, implement and administer a marketing strategy. Develop your understanding of how marketing influences business decision-making and operations at the highest levels.

International experience

Many aspects of your opportunity to learn on this course are intended to be internationalized. You will explore case studies from around the world, and your lecturers may share experiences of their work or research in other countries. There may be optional overseas field trips with visits to different types of events, businesses, and institutions.

You are also encouraged to become autonomous learners whereby you should be developing and practicing your knowledge and skills in management.

Where our graduates work

Once you graduate, you will become a highly skilled marketing professional, able to create comprehensive marketing strategies across a diverse set of channels and market types and to develop new solutions to real-life business problems. This wide range of skills will appeal to employers in many industries.

Thereby, you could go on to a variety of careers in marketing, advertising, PR, brand management, marketing research, digital marketing, sales, and general management with a broad spectrum of large and small organizations.

Assessments and accreditation

A group work and a personal work allow the validation of each module.

Upon successful completion of selected modules you will be awarded level 6: Bachelor of Arts with Honours - Global Marketing.

The course has been designed to have a strong practical element so that, upon successful completion, you should graduate as an experienced, work-ready individual with great employer appeal.

Luxury | Event
International | Branding
Global Communication | Digital



IST
CANNES



« A graduate course of study aimed
at an international career in the
hospitality and tourism industry. »



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