# MASTER
## COMMERCE INTERNATIONAL

- International Trade & B2B Marketing

The university with a human dimension

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RÉPUBLIQUE FRANÇAISE
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ulco Université Littoral Côte d'Opale

LAW - ECONOMICS AND MANAGEMENT

# STUDENT TESTIMONIALS

« As an international business and marketing passionate, studying and choosing this programme at ULCO has been of a great deal and beneficial not only for me but the companies I've worked with also. One of the best benefits of this programme, is the diversity and the importance of the courses undertaken ! Being able to help a company internationalise, grow their business performance and gain competitive advantage while facing competitors is of an incredible experience ! I enjoy connecting with new people from different places around the world, so studying ITM, helped me develop key management skills, solve commercial challenges and gain an international perspective ! »

Niama IBNOU-ZAHIR (promotion 2022)

« The opportunity to do my Master's degree on a sandwich course basis was really beneficial for completing my International Trade and B2B Marketing course. Thanks to the work-study scheme, I was able to go into greater depth on certain subjects I had learnt in class and I gained in terms of skills. The direct interaction with the professional world helped me to feel at ease in front of different players: customers, service providers, suppliers, employees, etc. And it enabled me to create a professional network (in France and abroad). It also taught me to manage different files simultaneously, to take on responsibilities, and to appreciate the difficulties associated with the business world and transnational constraints.
This experience enabled me to take up the position of Assistant Product Manager at Granjard SAS, where I also did my work-study placement. In addition, I was lucky enough to have my dissertation awarded the Prox coup de Coeur by the Vocation Internationale jury, as part of our Master's agreement with the CNCCEF ».

Lucie ANDRÉ (promotion 2022)

## OBJECTIVES

This master programme focuses on strategic and operational aspects of international and domestic B2B marketing to provide students with competences and skills, applicable to international trade, export management, international marketing research and global supply chain management.

## SKILLS

In the end of this programme, students will be able to analyse international markets, manage exporting activities, negotiate international trade agreements and develop business relationships with foreign partners. The master programme focuses on B2B marketing skills in both, domestic and foreign settings, such as competitive analysis, market segmentation, intercultural communication and customer relationship management.

## CAREER PROSPECTS

International Marketing Director / International Sales Director / Export Director / International Development Manager / Global Key Account Manager / Trade Marketer (France and export) / Product Marketing Manager / Business Engineer / Community Manager / Web Project Manager.

## OUR PARTNERS

Institutional and industrial partnerships
Partnership with CNCCEF (Conseil National des Conseillers en Commerce Extérieur de la France)
IFSEA (Transdisciplinary graduate school for marIne, Fisheries and SEAfood sciences)

## PROFILE

Entry requirements
Students with a Business Bachelor Degree, with a very good level of English, or a Bachelor Degree in Applied Foreign Languages.

## ADMISSION

Submit your application via:
**Monmaster.gouv.fr** for the 1st year
**ULCO Candidat** for the 2nd year

## CAPACITY

**25 students**

## APPRENTICESHIP

The course is organised on a sandwich course basis and is accessible via an apprenticeship contract, a professionalisation contract or a Pro-A for employees. Apprenticeship available in the 1st and 2nd years of the Master's programme.
The sandwich course is scheduled throughout the academic year according to a timetable available on request.

## INTERNSHIPS, PROJECTS AND DISSERTATIONS

Apprenticeship, internships and master theses

**First Year**
Apprenticeship (Sandwich training) or
Initial Training Internship (3-5 months)

**Second Year**
Apprenticeship (Sandwich training) or
Initial Training Internship (4-6 months)

Exemples of master theses :
Innovation codevelopment within the importer-exporter relationship
Exporters' communication management on LinkedIn
Small exporters' brand equity
The sources of export failure

# PROGRAMME STRUCTURE

https://www.ulco.fr/formation/offre-de-formation/

## 1st Year

### 1ST SEMESTER

**International Operations management**
- International trade techniques
- Customs' and transportation management

**International Marketing Research**
- Marketing research in foreign and domestic settings
- Quantitative data analysis

**Transdisciplinary skills in International Business**
- International supply chain management
- Global innovation in start-ups
- Communication and international negotiation (Spanish or German)

**Business Related Applications**
- Project management
- Research methodology

**International Business English**

### 2ND SEMESTER

**International Marketing Research**
- International marketing
- International e-commerce & digital marketing

**Cross-cultural Management**
- Cross-cultural and sales force management
- Cross-cultural negotiation and communication (Spanish or German)

**International Business English**

**Internship and Master Thesis**

## 2nd year

### 1ST SEMESTER

**International & B2B Marketing**
- B2B & industrial marketing
- International & B2B marketing

**International Business English**

**International Project Management**
- Comunication & negociation (Spanish or German)
- Project management

**International & B2B Relationships' Management**
- Key account and CRM (Customer Relationship Management)
- Importer-exporter relationship management

### 2ND SEMESTER

**Foreign Market Entry Management**
- Foreign markets' prospection, selection and development
- Foreign market entry modes

**International Business Methods and Brand**

**Management in B2B settings**
- International business research methods
- International brand management in B2B settings

**Internship & Master thesis**

# HEAD OF MASTER PROGRAMME

Raluca MOGOS DESCOTES
raluca.mogos@univ-littoral.fr

# TRAINING LOCATION

**UNIVERSITÉ DU LITTORAL CÔTE D'OPALE :**
Dunkerque campus

**CONTACT :**
+33 3 28 23 68 87
secretariat.ai@univ-littoral.fr

**APPRETICESHIP CONTACT :**
fcu@univ-littoral.fr
+33 6 70 24 84 32
sophie.seiller@univ-littoral.fr

# COME AND MEET US AT :

- OPEN DAY
- FORUM MASTERS

DIRECTION DE LA COMMUNICATION ULCO - ACTUALISATION PAR LE DÉPARTEMENT EN SEPTEMBRE 2023

DOCUMENT NON CONTRACTUEL - OUVERTURE SOUS RÉSERVE D'ACCRÉDITATION MINISTÉRIELLE