

DROIT, ÉCONOMIE, GESTION

# Licence professionnelle E-commerce et marketing numérique



Niveau de diplôme  
BAC +3



ECTS  
60 crédits



Durée  
1 année



Langues  
d'enseignement  
Anglais

## Parcours proposés

- › LP - Outdoor marketing & communication - En anglais

## Présentation

A one-year international program, taught in english : 6 months to be operational (september-february) and integrate a company over an internship period of 4 to 6 months (march-august)

## Objectifs

Accelerate your professional career by integrating the Outdoor Marketing & Communication Bachelor and become one of the future go-to-Market managers, product managers, communication or marketing managers in the outdoor sports industry.

Apply and propel your career forward with this unique learning experience that combines theory and practical experience with professionals and experts in the outdoor sports industry.

## Organisation

## Effectifs attendus

20 étudiants

**Date de début de la formation** : Première semaine de septembre

**Date de fin de la formation** : Première quinzaine de septembre

## Stage (hors formation en alternance)

Internship period of 4 to 6 months (march-august)

The 4 months internship takes place in an outdoor sports industry company in France or abroad.

## Modalités des projets tutorés

Each student participates in a group project involving work on a specific issue provided by outdoor sports industry stakeholders.

## Admission

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## A qui s'adresse la formation ?

- \* Minimum 2 years of higher education studies (120 ECTS)
- \* Individuals with official recognition of previous professional acquired skills may also apply
- \* Prerequisites : Good level of english required, strong interest in graphics and design, passionate about outdoor sports, creative / energetic and teamwork minded, good knowledge of digital communication tools as well as social networks

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## Conditions d'admission

- \* Être recruté par une entreprise en alternance.
- \* Etre diplômé de bac +2 : DUT, BTS ou L2 en lien avec le domaine de formation
- \* Pour les personnes de + de 26 ans inscrites à Pôle Emploi et titulaires d'un Bac+2, formation accessible en alternance sous réserve d'être recruté par une entreprise.
- \* Possibilité de VAE (Validation des Acquis de l'Expérience).

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## Candidater et s'inscrire

Candidatures en ligne sur : <https://ecandidat-usmb.grenet.fr/ecandidat/#!accueilView>

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## Et après

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### Métiers visés et insertion professionnelle

- \* Go-to-Market manager (oversees the messaging, design, and execution of the product offering)
- \* Product manager
- \* Marketing/Communication manager
- \* Marketing activation specialist

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## Infos pratiques

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### Contacts

#### Responsable pédagogique IUT Annecy

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#### Secrétariat pédagogique

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#### Scolarité administrative

Scolarité IUT d'Annecy

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## Etablissements partenaires

OSV Academy

<https://www.osv-academy.org/>

Outdoor sports valley

<https://www.outdoorsportsvalley.org/>

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## Campus

 Annecy / campus d'Annecy-le-Vieux

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## En savoir plus

Site de l'IUT d'Annecy

<https://www.univ-smb.fr/iut-annecy/formation/metiers-industrie-sport/>

# Programme

## Organisation

The program is structured around 3 major topics :

Discover the sports market culture

- \* Brand management
- \* Sports industry market study
- \* Sustainability
- \* Outdoor commercial market player study

Design product offer

- \* Basics of product range design, consumer profiles and segmentation
- \* Design tools (graphics, colors, tech pack)
- \* Product communication support tools

Define the communication program

- \* Communication basics
- \* Digital communication
- \* Product launch, trade marketing
- \* Communication plan
- \* Consumer and sports marketing
- \* Podcast creation

## LP - Outdoor marketing & communication - En anglais

### LP - Outdoor marketing & communication

#### Semestre 5

	Nature	CM	TD	TP	Crédits
UE501 The outdoor world	UE				11
Sports industry culture	EC	21h			3
Outdoor market players & commercial distribution	EC		24h		2
Brand management & outdoor trends	EC		15h		2
Project management & professional communication	EC		19h		2
Sustainability in the outdoors	EC		20h		2
UE502 Design	UE				9
Marketing product & product design	EC		12h		1

Design tools: trends, colors, graphics	EC	12h	1
Startup week - OSV Academy challenge	EC	36h	3
Graphic tools	EC	18h	2
Design product and service design	EC	12h	2
UE503 Communication	UE		10
Communication Basics	EC	12h	1
Big idea	EC	21h	2
Go-to-market 1 - Content management	EC	27h	2
Go-to-market 2 - Consumer communication	EC	24h	2
Go-to-market 3-1 - Trade communication	EC	3h	1
Go-to-market 3-2 - Communication tools creation	EC	12h	2
Languages optional LV2	CHOIX		0

## Semestre 6

	Nature	CM	TD	TP	Crédits
UE601 Communication strategy	UE				4
Communication action plan	EC		18h		2
Global strategy plan	EC		9h		1
Innovation management	EC		12h		1
UE602 Design & communication tools	UE				6
CRM	TD		12h		1
Product communication support tools	EC		12h		1
Communication digitalisation	EC		36h		3
Podcast & video creation	EC		12h		1
UE603 Consulting project	UE				8
Group project	EC				8
UE604 Internship	UE				12
Internship	EC				12