

French for Marketing

This programme/module will allow you to master the French language in everyday communication situations in the field of Marketing.

Objectives:

At the end of this programme/module, you will be able to:

- Study a market
- Define a product
- Choose a distribution method
- Analyse sales strategies
- Compare the different means of communication and promotion
- Manage a sales force

This programme/module is intended:

For students who have reached a minimum of Berlitz French Level 4 and want to acquire language knowledge with the goal of advancing in the Marketing field.

Benefits of this programme/module:

Thanks to varied activities and based on the different phases of the company's market, this programme/module stresses the acquisition of technical terms and the enrichment of an everyday vocabulary, allowing the students to develop a feeling of confidence during oral and written communication situations.

Format: Two days of intensive courses from 9.00 to 16.30

Price: 875 €