

## LICENCE PROFESSIONNELLE BACHELOR'S DEGREE OUTDOOR INTERNATIONAL SALES & PROMOTION

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)
- Class size : 20 students for more qualitative support

### Objectives of the Bachelor

The sports industry is in need for young professionals combining a great sense of analysis, a good knowledge in sales techniques in the outdoor sports industry and to be capable of working in an international environment. The curriculum will provide a solid understanding of sales and operational marketing techniques for the sports markets.

### Job Opportunities

**In terms of job prospects in the outdoor sports industry**

- Sales representatives
- Regional manager, Shop manager
- Head of international sales, export manager, foreign brand agent
- Head of retail marketing

### Students' profile

- Students of all nationalities with 2 years of university level studies (120 ECTS)
- Students who have an inclination for sales, operational marketing and sports industry, with an international outlook
- Individuals with official recognition of previous professional acquired skills may also apply
- **Prerequisites** : Good level of english required, strong motivation and interest, passionate about outdoor sports

### Access

**Recruitment session from january to june, based on**

- Classic application and individual interview (video conference possible)

### Key figure





Sales  
Outdoor  
Sport industry  
International  
Retail marketing

## APPLICATION FORM

Please upload your application in our online platform : [E-candidat](#)

## Course content

The program is structured around 3 major topics :

Understanding Sport industry

- Sports industry culture & markets
- Sustainable development in the sport industry
- Sport Product design

Commercialization process

- Consumer behavior and market studies
- Sport goods distribution
- Operational marketing
- Sales techniques & negotiation in an international environment
- Digital marketing & communication
- Consumer relationship management
- International trade
- Supply chain management

Management & Communication

- Intercultural management
- Project management
- Communication tools
- Business strategy
- HRM & sales team management

### Group project and internship

- Throughout the year, each student will participate in a group project aimed at solving a specific marketing or sales issue for a sports company
- A 4 to 6-month internship will take place in an outdoor sports industry company in France or abroad

## CONTACTS

### Université Savoie Mont Blanc – ANNECY – FRANCE

“Outdoor International Sales & Promotion” bachelor’s degree

For further information, please contact : Caroline ALTHEY / +33 4 50 09 23 08 / [caroline.althey@univ-smb.fr](mailto:caroline.althey@univ-smb.fr)

### Relations Office

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- 74942 ANNECY LE VIEUX CEDEX – FRANCE

## PARTNERS

This program was built with professionals of Sports Industry :

**Outdoor Sports Valley (OSV)** is a trade association and a sport industry cluster located in Annecy. It federates more than 230 sports brands (Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, Columbia, Julbo, TSL Outdoor, Vuarnet ... )

Join the Bachelor and become a student of **OSV Academy** : born in 2009 from the desire of companies in the outdoor industry and Outdoor Sports Valley (OSV), to create training courses that would contribute to the development their dynamic sector. The courses are built with the **University of Savoie Mont Blanc**. [www.outdoorsportvalley.org](http://www.outdoorsportvalley.org) - [contact@outdoorsportvalley.org](mailto:contact@outdoorsportvalley.org)