



Become a go-to-market manager in the sports industry

LICENCE PROFESSIONNELLE BACHELOR'S DEGREE OUTDOOR MARKETING & COMMUNICATION

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

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.

Job Opportunities

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

Student profile

- 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

Access

Recruitment session from january to june :

- Classic application and individual interview (video conference possible)

Course content

The program is structured around 3 major topics :

Discover the sports market culture

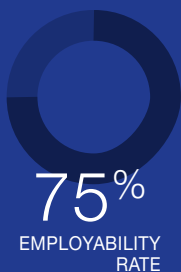
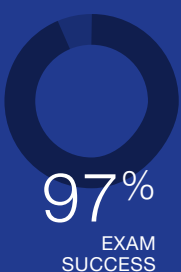
- Brand management
- Sports industry market study
- Sustainability
- Outdoor commercial market player study

• Join those who know how to bring great ideas into the sports market

"You love outdoor sports, you are creative, curious, comfortable with digital communication tools and you love sports... join us for a wonderful experience."

LAETITIA TISSOT-BONVALOT
Program Manager

Key Figures





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

Many events

- Visits : Salomon Design center, Mountain store Decathlon, retail tour
- Workshops: OSV Academy Challenge
- Forum: Outdoor expert forum Grenoble, Sport achat, Fashion Tech Days Lyon
- Workshops: OSV Academy Challenge
- ISPO Munich
- OSV explore

Projects and internship

- Each student participates in a group project involving work on a specific issue provided by outdoor sports industry stakeholders.
- The 4 months internship takes place in an outdoor sports industry company in France or abroad.
- Both the project and the internship will be graded based on a written report and an oral presentation.

Sports
International
Communication
Marketing
Outdoor
Design

CONTACTS

Université Savoie Mont Blanc - IUT ANNECY - FRANCE

“Outdoor Marketing & Communication” bachelor’s degree

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

Program Manager : **Laetitia TISSOT BONVALOT** / laetitia.tissot-bonvalot@univ-smb.fr

Address : IUT Annecy - 5 chemin de Bellevue - Annecy-le-Vieux - CS80439
- 74944 Annecy cedex - France

APPLICATION FORM

Please apply online via our platform :
[E-candidat](#)

PARTNERS

This program was created by professionals from the 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 ...)

Other design, marketing, and communication companies involved in the program: Chedal Anglay Design, Muz Agency and Thierry Paris Conseil

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.outdoorsportsvally.org - contact@outdoorsportsvally.org