

Licence Professionnelle  
Bachelor's Degree

OMC

ENGLISH-TAUGHT  
COURSE



The Outdoor Marketing and Communication Bachelor's Degree is a one-year international programme designed for both French and international students who have completed two years of higher education and wish to specialise as go-to-Market managers, product managers, communication or marketing managers in the outdoor sports industry.

During the Autumn semester (S5), students will study at IUT Annecy, gaining in-depth knowledge and hands-on experience. In the Spring semester (S6), they will complete a 4-to-6-month internship within a company, applying their skills in a real-world professional environment.

All courses are taught entirely in English, and classes bring together both French and international students, fostering a rich intercultural experience and a global perspective on the industry.

# OUTDOOR MARKETING & COMMUNICATION

2 x 30 ECTS

## CURRICULUM 2025-2026



IUT ANNECY  
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**INCLUDED**

A group project for  
a leading company  
in the industry!



Membre  
de l'alliance  
européenne







# Introducing OMC

Accelerate your professional career by joining the Outdoor Marketing & Communication Bachelor and become one of the future experts in marketing, communication, and product management within the outdoor sports industry.

This unique programme equips you with essential skills to develop and implement innovative marketing strategies, ensuring the success of outdoor products in a highly competitive market. Through practical experiences with professionals and experts, you will learn to create effective communication roadmaps, analyse market trends, and collaborate seamlessly with engineers, marketers, designers, and executives.

Whether you have a passion for sports, communication, or marketing with a background in business, communication, management, or related fields, this Bachelor's degree offers the ideal path to propel your career in the outdoor sports sector.

## Fact Sheet

- Sept.-Sept. academic year
- 100% full-time
- 4-6 months internship
- 20 students maximum
- 2 semesters (2x30 ECTS)
- 400 hrs + a 120-hr project
- IUT Annecy-le-Vieux campus
- Prerequisites : 120 ECTS in higher education
- English language requirements: B2/upper-intermediate

## THE PERFECT MATCH

# Outdoor Sports Valley

The Outdoor Sports Valley (OSV) association was created in 2010 in Annecy in the 2 Savoie regions. It was born out of the desire of companies and local authorities to develop, federate and promote the sports and outdoor industry. This is a sector that has been well established locally for several decades, with historic French brands such as Salomon, Millet, Fusalp and TSL.

The many initiatives put in place for the industry have been carried out with dynamism, integrity, professionalism and a collaborative approach. The association quickly extended its reach to the whole of the Auvergne-Rhône-Alpes region, then to the whole of France and Switzerland. Bringing together more than 500 players, OSV was awarded the 'Cluster of the Auvergne-Rhône-Alpes Region' label in 2018.

Above all, OSV is a network, a community, that shares strong values: creation, sharing, commitment and sustainable development. A group where companies grow together, in a spirit of entrepreneurship and innovation.

# IUT Annecy - USMB

With 2,800 students, 24 Bachelor's Degrees, and 9 departments, IUT Annecy stands out as a dynamic and innovative institution. As one of the 7 schools of Université Savoie Mont Blanc (USMB), it offers a high-quality education that combines academic excellence with strong industry connections.

As a key player in higher education in OSV's initial founding region, IUT Annecy thrives in a dynamic ecosystem, collaborating closely with leading companies from Outdoor Sports Valley. Thanks to its solid industry network and specialised programmes, it has naturally established itself as the ideal partner for training experts and specialists in the outdoor sports textile industry.

**14,500**  
students

**1,400**  
staff members

**240**  
PhD students



**18**  
research labs

**1**  
enterprise club

**1**  
foundation

**1**  
universitas montium



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# Industry-driven Education

- Learning from industry professionals

**SALOMON MILLET**

**JONATHAN  
& FLETCHER**

**Samaya**

**idéalp  
sport**

**MAVIC**

**DECATHLON**

In the Outdoor Marketing & Communication Bachelor's Degree, **90% of the faculty** come from the industry, ensuring that the curriculum stays closely aligned with real-world professional needs. This hands-on approach equips students with practical skills, industry insights, and a clear understanding of their future careers.

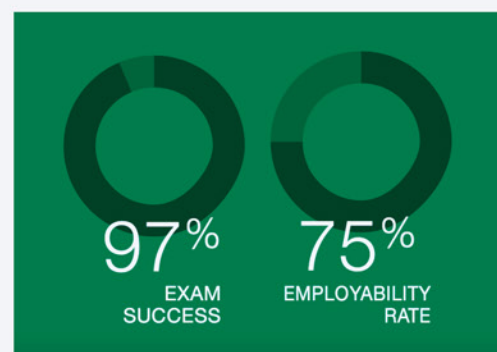
- Professional events and technical trade fairs throughout the year

**RENCONTRES  
NATIONALES DE  
L'OUTDOOR**  
GRENOBLE ALPEXPO

**SPORTACHAT**

**ISPO Munich**

**HIGH FIVE  
FESTIVAL**







# A Highly-Specialised Course

## Highlights

- The Bachelor's Degree prepares students for specialised careers such as:
  - Go-to-Market Manager
  - Product Manager
  - Marketing/Communication Manager
  - Marketing Activation Specialist
- Included in the programme: a group project to conduct a comprehensive study, sometimes leading to production, for a company within the OSV network:
  - 120 hrs per student
  - October to February
  - 1 review per month

## Requirements

**Soft skills:** 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 network.

**Prerequisites: 120 ECTS in higher education** (BUT TC, BUT GEA, BUT MMI, DN-Made Mode, Bachelor or master's degree in Business, Marketing, Communication or Graphic Design, STAPS, etc.). Individuals with official recognition of previous professional acquired skills may also apply.

**English language requirements:**  
B2 / Upper-intermediate

# Curriculum

**2 x 30 ECTS**

## SEMESTER 5

**ECTS: 30**

- Sports Industry Culture Conf - Visits - Fairs 3
- Outdoor market players & Commercial Distribution 2
- Brand Management & Outdoor Trend Intro 2
- Project Management & Professional Communication 2
- Sustainability in the Outdoors 2

**UE501 - Total ECTS 11**

- Marketing Product & Product Design 1
- Design Tools: Trends, Colours, Graphics 1
- Startup Week – OSV Academy Challenge 3
- Graphic Tools 2
- Product Design and Service Design 2

**UE502 - Total ECTS 9**

- Communication Basics 1
- Big Idea 2
- Go-to-Market 1: Content Management 2
- Go-to-Market 2: Consumer Communication 2
- Go-to-Market 3-1: Trade Communication 1
- Go-to-Market 3-2: Communication Tools Creation 2

**UE503 - Total ECTS 10**

## SEMESTER 6

**ECTS: 30**

- Global Strategy Plan 1
- Communication Action Plan 2
- Innovation Management 1

**UE 601 - Total ECTS 4**

- Product Communication Support Tools 1
- Podcast & Video Creation 1
- Communication Digitalisation 3
- CRM 1

**UE 602 - Total ECTS 6**

- Group Project for a Company 8

**UE 603 - Total ECTS 8**

- Internship (4 to 6 months) 8

**UE 604 - Total ECTS 8**





# Applications

## Programme Coordinator

**Laetitia Tissot-Bonvalot**

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## Head of Office

**Caroline Althey**

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**Mon., Tues., Thurs.:**

08h15-12h15 / 13h30-16h15

**Fri.: 08h15-12h10**

### Selection process

- File analysis and interview (videoconference possible)

### Free movers & French students

- Application fees : 278€ (to be confirmed for 2025-26)

### People in vocational re-training

- The cost of the course is not the same as for students. You are advised to contact the IUT's Continuing Education Service to find out about funding arrangements.

**Apply now!** <https://ecandidat-usmb.grenet.fr>

### Exchange students from partner universities

- No fees.
- Please contact the international Office of your university to apply.



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**ANNECY &  
ITS REGION:**



**YOUR  
ULTIMATE  
OUTDOOR  
EXPERIENCE!**



**French 'Dream City'**  
**2025 Ranking:**  
**3rd Best City!**



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