OBJECTIVES OF THE BACHELOR

To train future international sales representatives and retail marketing managers to master applied 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/retail marketing techniques for the sports markets.

Level of education

- M2 Master
- M1
- L3 Bachelor
- L2
- L1

Job opportunities

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

Course content

All courses are taught in English.

- Understand Sports culture: the international sports market, sustainable development in the sport industry, professional conferences, company visits, and trade fairs. Visits of the main Trade shows are planned like ISPO in Munich.
- Acquire marketing skills: sport marketing, consumer behaviour and market studies, international distribution channels, customer relationship management, digital marketing
- Learn how to negotiate & sell: international business techniques, sales and negotiation techniques in an international environment
- Develop a management capacity: human resources & team management, intercultural management, project management, serious game...
- Understand the whole process (from design to sale): products innovation, supply chain management...

Project and internship

- From October to February, each student will participate in a team project aimed at solving a specific marketing or sales issue for a sports company (1 or 2 days per week)
- A 4 to 6-month internship will take place in an outdoor sports industry company in France or abroad

General prerequisites

- Students of all nationalities with 2 years of university level studies
- For those who have an inclination for sales, operational marketing and sport industry, and those who have an international experience or vision

94% success rate

INTERNATIONAL SALES SPECIALISTS IN SPORTS

ANNECY - France

A ONE-YEAR INTERNATIONAL PROGRAM • 20 STUDENTS PER PROGRAM • SINCE 2014
How to apply
Candidates are selected between January and June, based on
• their academic results
• an interview where their motivation is estimated

Recruitment sessions calendar is available on line:
https://www.iut-acy.univ-smb.fr/international/incoming-students/bachelors_degree-i-3-s/

For information about the application procedure, please contact the International Office.
www.univ-smb.fr/broaden-your-horizons
www.univ-smb.fr/survival-kit

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FRANCE

For more details about the programme:
https://www.iut-acy.univ-smb.fr/international/incoming-students/bachelors_degree-i-3-s/

This program was built with professionals of Sports Industry.

Our partner is The Outdoor Sports Valley (OSV), an association: of more than 400 companies working in outdoor sports and leisure industry, located next to Annecy (Salomon, Rossignol, Eider, Fusalp, Lafuma, Patagonia Europe, Peak Performance, Odlo, Scott Sports France, The North Face France, Columbia, Julbo, TSL Outdoor, Vuarnet…).
www.outdoorsportsvalley.org
contact@outdoorsportsvalley.org

“The I3S experience, allowed me to reach out to many new opportunities and also meet many interesting people from different industries, but most importantly it helped achieve a major goal in my life: “Working abroad”. Even though this program is new, everybody involved in it is 100% engaged, and you can really feel that you are being supported for your future career. With the I3S program, I was able to realize my internship in China (Shanghai). This internship opened me to a lot of new opportunities and horizons, and this would not have been possible without the support of the I3S team. I am still today working in Shanghai, and wish for everyone in this section to achieve his or her personal objectives.

Alexandre N. (France)