OBJECTIVES OF THE BACHELOR

Are you interested in learning the business of creating apparel, footwear, and hard goods with sports industry leaders?
This program will provide you with an in-depth understanding of the go-to-market process. You will learn to oversee the design process of a full product range, to build the related stories, and to implement the entire marketing plan.

Job opportunities

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

Course content

- Manage and oversee several product range projects
- Finalize product design (colors, materials, graphics)
- Plan and organize evaluation
- Coordinate a product launch, including all digital components
- Create a powerful story for each product and product range
- Master all online/offline communication tools
- Implement the marketing plan

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

Level of education

- Bachelor
- L2
- L3
- M1
- M2

General prerequisites

This professional degree is open to entrepreneurs and creative students who share a passion for sports.

Prerequisites:
- Strong English skills
- Product Design or Graphic Design, Adobe tools (Illustrator, Photoshop)
- Comfortable with digital communication tools and social media
- Video editing is a plus

We recruit International open-minded students of all nationalities with at least 2 years of university studies in Design or Communication. [DUT, BTS, L2, or the equivalent (120 ECTS)]. Those individuals with official recognition of acquired skills through past work experience may also apply.
Thanks to this experience I’ve been able to enrich myself with an excellent training and experience that will mark a before and after in my personal life.

Elina K. (Latvia)

This program was built with professionals of Sports Industry

The Outdoor Sports Valley (OSV) is an association of 160 companies working in outdoor sports and leisure industry, located next to Annecy: Coalition Europe, Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, TSL Outdoor, Vuarnet ...

www.outdoorsportsvalley.org
contact@outdoorsportsvalley.org

Other collaborations:
- CISM Institute, STAPS
- CTC (Technical Center for the Leather Industry)
- Specialist consultants, high-level sportsmen conferences.
- Visits of the main Trade Fairs are planned: ISPO, Performances Days...

How to apply

Candidates will be selected between January and June following an interview, based on their:
- English level
- Motivation
- Interest in sports
- Creativity

Recruitment sessions calendar is available online:
https://www.iut-acy.univ-smb.fr/international/incoming-students/bachelors_degree-s-d-c/

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

CONTACTS

Program Manager:
Christine RIEU
christine.rieu@univ-smb.fr

International Relations Office:
Caroline ALTHEY
caroline.althey@univ-savoie.fr

Address:
IUT ANNECY
BACHELOR SDC - GEA
9 rue de l’arc en ciel - BP 240
74942 ANNECY LE VIEUX CEDEX
FRANCE

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

TECHNOLOGY

This program was built with professionals of Sports Industry

The Outdoor Sports Valley (OSV) is an association of 160 companies working in outdoor sports and leisure industry, located next to Annecy: Coalition Europe, Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, TSL Outdoor, Vuarnet ...

www.outdoorsportsvalley.org
contact@outdoorsportsvalley.org

Other collaborations:
- CISM Institute, STAPS
- CTC (Technical Center for the Leather Industry)
- Specialist consultants, high-level sportsmen conferences.
- Visits of the main Trade Fairs are planned: ISPO, Performances Days...

CONTACTS

Program Manager:
Christine RIEU
christine.rieu@univ-smb.fr

International Relations Office:
Caroline ALTHEY
caroline.althey@univ-savoie.fr

Address:
IUT ANNECY
BACHELOR SDC - GEA
9 rue de l’arc en ciel - BP 240
74942 ANNECY LE VIEUX CEDEX
FRANCE

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

TECHNOLOGY

This program was built with professionals of Sports Industry

The Outdoor Sports Valley (OSV) is an association of 160 companies working in outdoor sports and leisure industry, located next to Annecy: Coalition Europe, Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, TSL Outdoor, Vuarnet ...

www.outdoorsportsvalley.org
contact@outdoorsportsvalley.org

Other collaborations:
- CISM Institute, STAPS
- CTC (Technical Center for the Leather Industry)
- Specialist consultants, high-level sportsmen conferences.
- Visits of the main Trade Fairs are planned: ISPO, Performances Days...

CONTACTS

Program Manager:
Christine RIEU
christine.rieu@univ-smb.fr

International Relations Office:
Caroline ALTHEY
caroline.althey@univ-savoie.fr

Address:
IUT ANNECY
BACHELOR SDC - GEA
9 rue de l’arc en ciel - BP 240
74942 ANNECY LE VIEUX CEDEX
FRANCE

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

TECHNOLOGY

This program was built with professionals of Sports Industry

The Outdoor Sports Valley (OSV) is an association of 160 companies working in outdoor sports and leisure industry, located next to Annecy: Coalition Europe, Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, TSL Outdoor, Vuarnet ...

www.outdoorsportsvalley.org
contact@outdoorsportsvalley.org

Other collaborations:
- CISM Institute, STAPS
- CTC (Technical Center for the Leather Industry)
- Specialist consultants, high-level sportsmen conferences.
- Visits of the main Trade Fairs are planned: ISPO, Performances Days...

CONTACTS

Program Manager:
Christine RIEU
christine.rieu@univ-smb.fr

International Relations Office:
Caroline ALTHEY
caroline.althey@univ-savoie.fr

Address:
IUT ANNECY
BACHELOR SDC - GEA
9 rue de l’arc en ciel - BP 240
74942 ANNECY LE VIEUX CEDEX
FRANCE

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

TECHNOLOGY

This program was built with professionals of Sports Industry

The Outdoor Sports Valley (OSV) is an association of 160 companies working in outdoor sports and leisure industry, located next to Annecy: Coalition Europe, Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, TSL Outdoor, Vuarnet ...

www.outdoorsportsvalley.org
contact@outdoorsportsvalley.org

Other collaborations:
- CISM Institute, STAPS
- CTC (Technical Center for the Leather Industry)
- Specialist consultants, high-level sportsmen conferences.
- Visits of the main Trade Fairs are planned: ISPO, Performances Days...

CONTACTS

Program Manager:
Christine RIEU
christine.rieu@univ-smb.fr

International Relations Office:
Caroline ALTHEY
caroline.althey@univ-savoie.fr

Address:
IUT ANNECY
BACHELOR SDC - GEA
9 rue de l’arc en ciel - BP 240
74942 ANNECY LE VIEUX CEDEX
FRANCE

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