

MASTER 2 - Mention "Management et Commerce International"
Parcours MANAGEMENT INTERNATIONAL et MARKETING

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Administrative staff : Daphné MARCOTTE

Semester 3

Courses	Duration		ECTS	Weight.	Exam Session 1		Exam Session 2	
	Lectures	Tutorials			Attended student	Excused student	Attended student	Excused student
TOEIC score or similar								
A minimum of 785 TOEIC or equivalent points is required to get the M2 MIM degree								
UE1-1 : Communication & foreign languages		76	4	4				
1st language English		24	2	2	CC	written exam 2h	written exam 2h	written exam 2h
2 nd language German (<i>with MIHR</i>), Spanish or French for Foreigners		24	2	2	CC	written exam 2h	written exam 2h	written exam 2h
3 rd language (optional - Anjou InterLangues)		28			CC	Not authorised	same grade as CC	Not authorised
UE1-2 : Digital marketing & Communication competencies	44	16	9	9				
E-marketing (EN)	16	8	4	4	written exam 1h30 + CC	written exam 1h30	written exam 1h30	written exam 1h30
Print marketing (EN)	8	8	2	2	CC	CC	written exam 1h30	written exam 1h30
International communication (EN)	20		3	3	CC	CC	written exam 1h30	written exam 1h30
UE1-3 : International strategic competencies 1	40	0	8	8				
International trade negotiation (EN)	20		4	4	CC	CC	written exam 1h30	written exam 1h30
International purchasing (EN)	20		4	4	CC	CC	written exam 1h30	written exam 1h30
UE1-4 : Managerial culture	32	12	7	7				
Social marketing	16		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30
New trends in management (EN) (<i>grouped with MIRH</i>)	16		3	3	CC	CC	written exam 1h30	written exam 1h30
International events (EN) (<i>grouped with MIRH</i>)		12	1	1	Presence	Presence	Presence	Presence
UE1-5 : Professionalization		28	4	4				
International professional project (EN)		20	3	3	CC	Presentation	same grade as CC	Presentation
Professional integration (EN)		4			Presence	Presence	Presence	Presence
Student commitment (EN)		4	1	1	Val / Non val	Val / Non val	Val / Non val	Val / Non val
Total Semester 3	116	132	32	40				
Semester 4								
UE2-1 : Communication & foreign languages		60	4	4				
1st language English		16	2	2	CC	written exam 2h	written exam 2h	written exam 2h
2 nd language German (<i>with MIHR</i>), Spanish or French for Foreigners		16	2	2	CC (Val / Non Val for FLE)	written exam 2h	written exam 2h	written exam 2h
3 rd language (optional - Anjou InterLangues)		28			CC	Not authorised	same grade as CC	Not authorised
UE 2-2 Consumer Behavior and Research	40		8	8				
International consumer behaviour (EN)	20		4	4	CC	CC	written exam 1h30	written exam 1h30
Marketing research project - Master thesis preparation (EN)	20		4	4	CC	CC	written exam 1h30	written exam 1h30
UE2-3 : International strategic competencies 2	32		6	6				
Managing international marketing channels (EN)	20		4	4	CC	CC	written exam 1h30	written exam 1h30
Event marketing (EN)	12		2	2	CC	CC	written exam 1h30	written exam 1h30
UE2-4 : Professionalization	20	4	10	10				
Collective intelligence & project management (EN) (<i>grouped with MIRH</i>)	20		4	4	CC	CC	oral exam	oral exam
Student commitment (EN)		4	1	1	Val / Non val	Val / Non val	Val / Non val	Val / Non val
Internship / Research project		(2)	5	5	Dissertation + oral presentation minimum of 10/20 is compulsory in order to pass.	Dissertation + oral presentation minimum of 10/20 is compulsory in order to pass.	Dissertation + oral presentation minimum of 10/20 is compulsory in order to pass.	Dissertation + oral presentation minimum of 10/20 is compulsory in order to pass.
Total Semester 4	92	64	28	28				
Total Master 2	208	196	60	404				