



**MASTER Year 2 Program 2015-2016
MAJOR in MARKETING**

<p>Concentration Tracks taught in French 5 weeks of courses between February and May 2016. Courses are scheduled over one week every 4 weeks</p>
Management Control
Finance and banking – Certificate in Banking
Finance and banking –Certificate in Credit management
Start'up: creation, innovation, leadership
Sales and negotiation - Certificate in Intercultural management
Sales and negotiation - Certificate in Wine international trade
Sales and negotiation - Certificate in Sales in digital environment
Marketing
Digital marketing - Certificate in e-commerce strategy and internet marketing
Digital marketing - Certificate in Digital presence and on-line communication
Purchase & supply chain management – Certificate in Purchase management
Purchase & supply chain management – Certificate in Supply chain
Consulting - Certificate in Management consulting
Consulting - Certificate in Consulting in the digital environment
Sustainable management of human resources management and diversity
<p>Concentration tracks in English 5 weeks of courses from January 18th to February 19th 2016</p>
International business model developer