



Commerce, Achats, Marketing, Marketing Digital, Communication LP OMC – OUTDOOR MARKETING AND COMMUNICATION

Stage

IUT d'Annecy

NIVEAU D'ETUDE Bac +3
PERIODE de 4 à 6 mois à partir de début mars
DUREE 6 mois

OBJECTIFS ET PRINCIPE

Accelerate your professional career by integrating the Outdoor Marketing & Communication Bachelor and become one of the future go-to-Market managers, product managers, communication or marketing managers in the outdoor sports industry

DOMAINES DE COMPETENCES

Brand management · Sports industry market study · Sustainability · Basics of product range design, consumer profiles and segmentation · Design tools (graphics, colors, tech pack) · Define the communication program · Communication basics · Digital communication · Product launch, trade marketing · Communication plan · Consumer and sports marketing · Podcast creation

EXEMPLE DE METIERS

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

CADRE LEGAL / REMUNERATION

STAGE - Voir: <https://www.service-public.fr/professionnels-entreprises/vosdroits/F32131>

Formation tout en anglais

CONTACT CLUB DES ENTREPRISES

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POUR EN SAVOIR + : <https://www.univ-smb.fr/iut-annecy/formation/metiers-industrie-sport/>