

**MASTER 2 - Mention "Management et Commerce International" Parcours MANAGEMENT INTERNATIONAL et MARKETING**  
 Pedagogical supervisors : Eva CERIO & Julie LEROY Administrative staff : Daphné MARCOTTE

Semester 3						
Courses	Duration		ECTS	Weight.	Exam Session 1	
	Lectures	Tutorials			Attended student	Excused student
<b>TOEIC score or similar</b> A minimum of 785 TOEIC or equivalent points is required to get the M2 MIM degree						
<b>UE1-1 : Communication &amp; foreign languages</b>		<b>48</b>	<b>4</b>	<b>4</b>		
1st language English		24	2	2	CC	written exam 2h
LV2 German and LV2 Spanish (merged with L3 MI, M1 MCI and M2 MIRH), FLE (for non-French speaking international students)		24	2	2	CC	written exam 1h
3 <sup>rd</sup> language (optional ; with Anjou Interlangues)		28	(0,25)		CC	CC
<b>UE1-2 : Digital marketing &amp; Communication competencies</b>	<b>44</b>	<b>16</b>	<b>9</b>	<b>9</b>		
E-marketing (EN)	16	8	4	4	written exam 1h30 + CC	written exam 1h30
Print marketing (EN)	8	8	2	2	CC	CC
International communication (EN)	20		3	3	CC	CC
<b>UE1-3 : International strategic competencies 1</b>	<b>40</b>		<b>8</b>	<b>8</b>		
International trade negotiation (EN)	20		4	4	CC	CC
International purchasing (EN)	20		4	4	CC	CC
<b>UE1-4 : Managerial culture</b>	<b>32</b>	<b>6</b>	<b>7</b>	<b>7</b>		
Social marketing	16		3	3	written exam 1h30	written exam 1h30
New trends in management (EN) (grouped with MIRH )	16		3	3	CC	CC
International events (EN)		6	1	1	Val / Non-Val	
<b>UE1-5 : Professionalization</b>		<b>28</b>	<b>4</b>	<b>4</b>		
International professional project (EN)		20	3	3	CC	oral exam
Professional integration (EN)		4				
Student commitment (EN)		4	1	1	Val / Non val	Val / Non val
<b>Total Semester 3</b>	<b>116</b>	<b>98</b>	<b>32</b>	<b>32</b>		
Semester 4						
<b>UE2-1 : Communication &amp; foreign languages</b>		<b>32</b>	<b>4</b>	<b>4</b>		
1st language English		16	2	2	CC	written exam 2h
LV2 German and LV2 Spanish (merged with L3 MI, M1 MCI and M2 MIRH), FLE (for non-French speaking international students)		16	2	2	CC	written exam 1h
3 <sup>rd</sup> language (optional ; with Anjou Interlangues)		28	(0,25)		CC	CC
<b>UE 2-2 Consumer Behavior and Research</b>	<b>40</b>		<b>8</b>	<b>8</b>		
International consumer behaviour (EN)	20		4	4	CC	CC
Marketing research project - Master thesis preparation (EN)	20		4	4	CC	CC
<b>UE2-3 : International strategic competencies 2</b>	<b>32</b>		<b>6</b>	<b>6</b>		
Managing international marketing channels (EN)	20		4	4	CC	CC
Event marketing (EN)	12		2	2	CC	CC
<b>UE2-4 : Professionalization</b>	<b>20</b>	<b>4</b>	<b>10</b>	<b>10</b>		
Collective intelligence & project management (EN) (grouped with MIRH)	20		4	4	CC	CC
Student commitment (EN)		4	1	1	Val / Non val	Val / Non val
Internship / Research project		(2)	5	5	Dissertation + oral presentation. A minimum of 10/20 is compulsory in order to pass.	Dissertation + oral presentation. A minimum of 10/20 is compulsory in order to pass.
<b>Total Semester 4</b>	<b>92</b>	<b>36</b>	<b>28</b>	<b>28</b>		
<b>Total Master 2</b>	<b>208</b>	<b>134</b>	<b>60</b>	<b>342</b>		

Exam Session 2	
Attended student	Excused student
written exam 2h	written exam 2h
written exam 1h	written exam 1h
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
oral exam	oral exam
Val / Non val	Val / Non val
written exam 2h	written exam 2h
written exam 1h	written exam 1h
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
written exam 1h30	written exam 1h30
oral exam	oral exam
Val / Non val	Val / Non val
Dissertation + oral presentation. <b>A minimum of 10/20 is compulsory in order to pass.</b>	Dissertation + oral presentation. <b>A minimum of 10/20 is compulsory in order to pass.</b>