

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

Effectifs prévisionnels : 38
Managed by : Eva CERIO & Julie LEROY
2023-2024

Semester 3

Subjects	Langue d'enseignement	Nature	Duration		ECTS	Weight.	Exam		Exam		
			Lectures	Tutorials			Session 1		Session 2		
							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											
1st language English		MATI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
2nd language - 1 choice											
2 nd language German		CHOI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
2 nd language Spanish		CHOI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
2 nd language FLE		CHOI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
Optional											
3 rd language		CHOI		28		0,25	CC	Not authorised	same grade as CC	Not authorised	
UE1-2 : Digital marketing competencies											
E-marketing	EN	MATI	16	8	4	4	written exam 1h30 + CC (report to handle)	written exam 1h30 + CC (report to handle)	written exam 1h30	written exam 1h30	
Print marketing	EN	MATI	8	8	2	2	CC	CC	written exam 1h30	written exam 1h30	
UE1-3 : International marketing											
Event marketing	EN	MATI	12		3	3	CC	CC (report to handle)	written exam 1h30	written exam 1h30	
UE1-4 : International marketing strategic competencies											
International trade negotiation	EN	MATI	20		3	3	CC	CC (report to handle)	written exam 1h30	written exam 1h30	
UE1-5 : International audit and control											
International purchasing	EN	MATI	20		3	3	CC	CC	written exam 1h30	written exam 1h30	
UE1-6 : International standards											
Social marketing		MATI	16		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30	
UE1-7 : Managerial culture											
New trends in management	EN	MATI	16		3	3	CC	CC (report to handle)	written exam 1h30	written exam 1h30	
International events	EN	MATI		16	2	2	Presentation	Presentation	Presentation	Presentation	
UE1-8 : Professionalization											
Personal development	EN	MATI	4	8	3	3	Presentation	Presentation	Presentation	Presentation	
Professional integration	EN	MATI		4			Presence (val / non val)	Presence (val / non val)	Presence (val / non val)	Presence (val / non val)	
Student commitment	EN	MATI		4			Presence (val / non val)	Presence (val / non val)	Presence (val / non val)	Presence (val / non val)	
Total Semester 3			112	116	30	34,25					
Semester 4											
UE2-1 : Communication & foreign languages											
1st language English		MATI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
2nd language - 1 choice											
2 nd language German		CHOI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
2 nd language Spanish		CHOI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
2 nd language FLE		CHOI		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h	
Optional											
3 rd language		CHOI		28		0,25	CC	Not authorised	same grade as CC	Not authorised	
UE2-2 : International marketing strategic competencies											
International consumer behaviour	EN	MATI	20		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30	
International communication	EN	MATI	20		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30	
UE2-3 : Professional project											
International professional project	EN	MATI	20		3	3	CC	Presentation	same grade as CC	Presentation	
UE2-4 : International audit and control											
International Product management	EN	MATI	20		3	3	CC	written exam 1h30	same grade as CC	written exam 1h30	
Managing international marketing channels	EN	MATI	20		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30	
UE2-5 : IMM knowledge development											
Marketing research project - Master thesis preparation	EN	MATI	20		2	2	Report + oral presentation	Report + oral presentation	Report + oral presentation	Report + oral presentation	
UE1-6 : Cultural management											
IM Day challenge and International events	EN	MATI		12	1	1	Presence	Presence	Presence	Presence	
Collective intelligence & project management	EN	MATI	20		2	2	Presentation	Presentation	Presentation	Presentation	
UE1-7 : Professionalization											
Student commitment	EN	MATI		4	1	1	Presentation	Presentation	Presentation	Presentation	
Internship / Research project		MATI		4	5	5	Memoire + oral presentation	Memoire + oral presentation	Memoire + oral presentation	Memoire + oral presentation	
Total Semester 4			100	128	30	34,25					
Total Master 2			212	244	60	562					

Conditions de validation : conditions habituelles (10/20 de moyenne général sur l'année) + obtention d'un score minimum de 785 au TOEIC

NOTES :

report to handle : devoir à remettre en main propre
same grade as CC : report CC