

MASTER 2 - Mention "Management et Commerce International"

Parcours MANAGEMENT INTERNATIONAL et MARKETING

Managed by : Gaëlle PANTIN-SOHIER & Ronan CHARDONNEAU

Semester 3

Subjects	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 points is required to get the M2 MIM degree							
UE1-1 : Communication & foreign languages		68	8	8,25				
1 st language English or FLE (<i>mutualisation selon les effectifs avec le M2 MIRH</i>)		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
2 nd language German (<i>mutualisation selon les effectifs avec le M2 MIRH</i>)		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
2 nd language Spanish		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
2 nd language French as a Foreign Language		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
3 rd language (optionnal)		28		0,25	CC	Not authorised	same grade as CC	Not authorised
UE1-2 : Digital marketing competencies	24	16	6	6				
E-marketing (EN)	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)	8	8	2	2	CC	CC	written exam 1h30	written exam 1h30
UE1-3 : International marketing	12		3	3				
Event marketing (EN)	12		3	3	CC	CC (report to handle)	written exam 1h30	written exam 1h30
UE1-4 : International marketing strategic competencies	20		3	3				
International trade negotiation (EN)	20		3	3	CC	CC (report to handle)	written exam 1h30	written exam 1h30
UE1-5 : International audit and control	20		3	3				
International purchasing (EN)	20		3	3	CC	CC	written exam 1h30	written exam 1h30
UE1-6 : International standards	16		3	3				
Social marketing	16		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30
UE1-7 : Managerial culture	16	16	5	5				
New trends in management (EN) (grouped with MIRH)	16		3	3	CC	CC (report to handle)	written exam 1h30	written exam 1h30
International events (EN) (grouped with MIRH)		16	2	2	Presentation	Presentation	Presentation	Presentation
UE1-8 : Professionalization	12	8	3	3				
Personal development (EN) (grouped with MIRH)	12		3	3	Presentation	Presentation	Presentation	Presentation
Professionnal integration (EN)		4			Presence	Presence	Presence	Presence
Student commitment (EN)		4			Presence	Presence	Presence	Presence
Total Semester 3	120	108	34	34,25				

Semester 4

UE2-1 : Communication & foreign languages		68	8	8,25				
1st language English (<i>mutualisation selon les effectifs avec le M2 MIRH</i>)		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
2 nd language German (<i>mutualisation selon les effectifs avec le M2 MIRH</i>)		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
2 nd language Spanish		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
2 nd language French as a Foreign Language		20	2	2	CC	written exam 1h	written exam 1h	written exam 1h
3 rd language (optionnal)		28		0,25	CC	Not authorised	same grade as CC	Not authorised
UE2-2 : Internrnational marketing strategic competencies	40		6	6				
International consumer behaviour (EN)	20		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30
International communication (EN)	20		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30
UE2-3 : Professional project		20	3	3				
International professionnal project (EN)		20	3	3	CC	Presentation	same grade as CC	Presentation
UE2-4 : International audit and control	20	20	6	6				
International Product management (EN)		20	3	3	CC	written exam 1h30	same grade as CC	written exam 1h30
Managing international marketing channels (EN)	20		3	3	written exam 1h30	written exam 1h30	written exam 1h30	written exam 1h30
UE2-5 : IMM knowledge development	20		2	2				
Marketing research project - Master thesis preparation (EN)	20		2	2	Report + oral presentation			
UE1-6 : Cultural management	20	12	3	3				
IM Day challenge and International events (EN) (grouped with MIRH)		12	1	1	Presence	Presence	Presence	Presence
Collective intelligence & project management (EN) (grouped with MIRH)	20		2	2	Presentation	Presentation	Presentation	Presentation
UE1-7 : Professionalization		4	6	6				
Student commitment (EN)		4	1	1	Presentation	Presentation	Presentation	Presentation
Internship / Research project			5	5	(Memoire + oral presentation) minimum of 10/20 is compulsory in order to pass.	(Memoire + oral presentation) minimum of 10/20 is compulsory in order to pass.	(Memoire + oral presentation) minimum of 10/20 is compulsory in order to pass.	(Memoire + oral presentation) minimum of 10/20 is compulsory in order to pass.
Total Semester 4	100	124	34	34,25				
Total Master 2	220	232	resulting	562				

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