

**SUM2526_15**

EUROPEAN POLITICS & BUSINESS: STUDY TRIP TO BRUSSELS, BELGIUM

Course Leader **Guillaume BLAESS**, associate Professor at Audencia Business School

Course Description

Students will travel to Brussels, in the heart of the EU, to discover the main European institutions.

Through a blend of activities, conferences and lectures, students will learn about the creation of the European Union, its history, and current challenges. They will understand the way the main EU bodies work together and grasp how “lobbies” try to interfere in the decision-making process. The course will blend political and economic matters in the very places where decisions are taken.

This course is especially suited to students with limited knowledge about the European Union.

Course Objectives

Upon successful completion of this course, students will be able to gain a deep knowledge of the EU institutions and the way the latter influence business pathways as well as everyday operational activities of businesses.

Tackled Concepts

- Nations
- Supranational/Cross-national
- Nation state/country
- MEPs
- Commissioner/Commission/European Council/Council of Europe
- Heads of States

Learning Methods Visits, conferences, lectures.

Evaluation / Assignments

- Continuous assessment: participation and attendance – 50%
- Final exam: essay – 50%

Number of Credits 4 ECTS; 2 US

Schedule

24 hours – 4 days in Brussels (Monday to Thursday)

Visits: museums, institutions (including conferences by EU representatives).
Lectures:

- History of the European Integration
- Political Economy of European Integration
- European Institutions and decision-making

The group will meet directly in Brussels. Students who participate only in this module do not need to travel to Nantes before or after the study trip.



SUM2526_16 STRATEGIC MARKETING

Course Leader	Amaury Leclercq de la Baume , Marketing, Communication, and International Business Development consultant. 20+ years marketing and sales experience in various EU countries
Course Description	A comprehensive view of the indispensable levers to elaborate a marketing strategy and plan implementation.
Course Objectives	Take advantage of the recipes taught to elaborate a Strategic marketing plan in all areas of marketing and communication.
Tackled Concepts	<ul style="list-style-type: none"> • Research marketing • Strategic marketing construction • The marketing plan • How communication evolved thanks to digital innovation • The phygital answer for a delighting user experience • Inbound and outbound communication • Social selling • Omni-channel direct marketing planning. etc.
Learning Methods	Lectures, case study, workgroups, collective and individual practice (Generative AI practice)
Evaluation / Assignments	In-class discussion, case study, group presentation, exam.
Bibliography / Course Material	<ul style="list-style-type: none"> • Marketing management, Kotler. • Marketing Warfare, Al Ries, Jack Trout. • The Art of War, Sun Tzu. • Marketing management, Kotler.
Number of Credits	4 ECTS; 2 US
Schedule	<p>4-day Seminar – 24 teaching hours</p> <p> Session 1: Introduction Session 2: Marketing and business key concepts Session 3: Strategy, intelligence, planning Session 4: Implementation and control Session 5: A holistic customer approach Session 6: Website Session 7: Search & Content MKG Session 8: Go (Anti-)Social! Session 9: Direct marketing Session 10: Exam & workgroup presentation </p>