

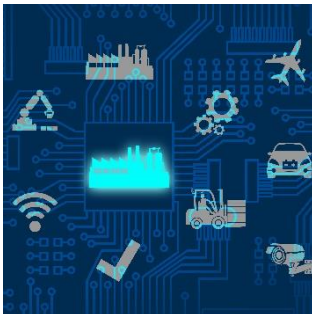
The ISUGA curriculum offers to students the opportunity to choose a professional major, to strengthen their skills in a specific field and in a specific job, in order to facilitate their integration into the labor market.

As of the 4th year, students choose their specialization among the following courses:

- Purchasing/ Global sourcing
- Digital Marketing
- Luxury markets

## PROFESSIONAL MAJORS – 3 OPTIONS

### I. Purchasing/ Supply chain



#### Program

40 hours in 4th year

40 hours in 5th year

- Supply chain process
- Supply and distribution of goods and services
- International purchasing policy: operational implementation
- Management of networks and partner suppliers of the company
- Definition of costs, quality and deadlines objectives
- Legal formalities: specifications, purchasing contracts, follow-up monitoring
- Prospective and negotiating techniques
- Assessment of the reliability of suppliers and subcontractors
- Innovation and business watch

### II. Digital Marketing



#### Program

40 hours in 4th year

40 hours in 5th year

- Digital marketing in the marketing process
- Content marketing in BtoB and BtoC
- Social networks and social selling
- Inbound marketing
- Search engines, SEO
- CRM
- Affiliation
- Native advertising
- Automation marketing
- Emailing

## III. Luxury Markets



### Program

40 hours in 4th year

40 hours in 5th year

- The global luxury market
- History of the luxury market in the world
- The different sectors: ready-to-wear, leather goods, jewelry-watchmaking, perfumery, cosmetics, wines & spirits, hotels, etc.
- The importance of Asia: supplier and buyer
- Marketing and sales strategies for luxury companies
- Luxury and Fashion
- Distribution channels for luxury goods
- Global communication of luxury brands
- The role of France in the world market
- Practical cases: brands and launches analysis
- Travel retail