

SP4 INTERNATIONAL BRAND STRATEGY & MARKETING

455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 15 MIN - 40 MAX
CERTIFIED BY THE FRENCH GOVERNMENT AFTER VALIDATION OF A 5TH YEAR LEV.7
RNCP TITLE : MANAGER DE LA COMMUNICATION ET DU MARKETING
RNCP CODE 34492 | CERTIFICATE CODE 16X32020
PROFESSIONAL INTEGRATION RATE – 90%* | GRADUATION RATE – 98%*



PARIS | WORK STUDY PROGRAM
ACCESS TO HANDICAP COURSE 
EDUCATION PRICE :

FULL TIME PROGRAM : 9350€ / WORK STUDY : 9650€

This 4th year program is designed for students wishing to benefit from an international experience in an English taught program.

– MAIN SUBJECTS

- Media Planning
- Account Planning
- Social Media
- The art of pitching
- PR Strategies
- Brand Management
- Marketing research
- Consumer Behavior

– GOALS, SKILLS AND ABILITIES

Devise a brand strategy to attract publics

Brand Strategy is the emblematic profession of advertising agencies worldwide. It leads to jobs such as head of advertising, marketing manager or account planner often managing accounts worth millions of Euros.

Our aim is to give students the theoretical background knowledge as well as practical insights into the design, production and placement of advertising campaigns. Our curriculum allows rapid integration into a professional environment where Sup de Pub is a well-known and respected institution for over 30 years.

Our lecturers, who are also industry professionals, teach our students the skills and knowledge they are looking for in their future employees. Students are able to start building their professional network before they even leave school thanks to constant contact with communications industry and our alumni network that is over 7000 strong. Finally, the competitions and internships ease the school to work transition.

– EVALUATION AND TEACHING INNOVATIONS

Your 60 ECTS accreditation is obtained through different types of evaluations (study cases, workshops, quizzes...). An internship or apprenticeship depending on your program is also required.

Competitions

One of our students' favourite moments of the school year is the final competition. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem. Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality.

Thesis

This working paper completes the training period for the SP4 students in the different international programs in Paris, London, San Francisco and New-York. This is a written evaluation that will validate their research strategic and analytic skills.

LEARN MORE

Intake in September

Classes : September to August

Rythm : 3 days at school / 2 days at work

Pre-requisites

- Bac+3 (180 ECTS) or a certification of level 6 or equal, as a priority in the communication, marketing, management fields and fulfill the entry tests.
- Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

Our added value

Professional support

Students can find their internship with the help of our Career Center. They help them with coaching, resume writing, job search.

Quality speakers

The classes are all led by professionals from the communication, marketing or creative sector. Emphasis is placed on immersive or reverse pedagogy.

Careers

- Director of communication
- Marketing Director
- Strategic Planner
- Social Media Manager

Studies pursuit privileged

- SP5 International brand strategy & marketing