

# SP4 STRATEGIC PLANNING & INTERNATIONAL BRAND STRATEGY

RNCP : RESPONSABLE DE LA COMMUNICATION (EN COURS D'INSTRUCTION)

(ENGLISH TRACK)

## SP5

24 MONTHS PROGRAM, LEVEL 7 CERTIFICATION  
910 HOURS | 120 ECTS CREDITS | GROUP OF 15 TO 39  
OCCUPATIONAL INTEGRATION RATE - 84%\* | DIPLOMATION RATE - 96%  
ACCESSIBLE PROGRAM FOR PERSON WITH DISABILITIES ♿

PARIS  
WORK-STUDY PROGRAM - 24 MONTHS 21 450 €  
SP4 FULL-TIME PROGRAM 9 950 €  
PARALLEL ADMISSION : SP5 WORK-STUDY 10 950 €  
PARALLEL ADMISSION : SP5 FULL-TIME 10 450 €

Understanding the new trends in customers' habits and needs is today a crux point for brand strategy, especially at the international level. Strategic planning is one of the key marketing activity by connecting advertisers to consumers with high potential value, thanks to specific creation concepts and targeting tools.

Either by advertisers or by agencies, the position of strategic planner requires strong capacities of listening, research and benchmarking. By computing and analyzing datas, he/she detects specific market insights and opportunities through opinions and behaviors of different target groups. He/she recommends strategic and operational action plans for omni channel and international branding campaigns.

## – GOALS, SKILLS & KNOWLEDGES

### > Analyzing and understanding specific context and identity for a brand

Inspiring a brand strategy. Active benchmarking on several markets of goods and services worldwide. Continuous follow up on consumption behaviors, new trends and new opportunities. Anticipation of markets transformation even from weak insights in order to inspire a proper strategy according to brands targets and values.

### > Designing et setting a brand marketing strategy

Positioning a brand according to the context and environment analysis. Creation of the advertisement messages according to target groups. Selection and optimisation of various communication channels to balance the marketing mix.

### > Operating and managing brand campaigns

Students learn how to take the best advantage of advertising opportunities and how to run multi-channel and international campaigns. Data analysis and projections. Real time recommendations. Brand content and advertisement supports optimisation. Budget and planning management. KPI and performance management.

### > Managing a team and a project

Students learn how to adopt the proper behavior and posture by managing a complete team with various skills and levels of experience. They represent their team in executive meetings towards other departments of the company. They also learn how to interact specifically with creative teams and sales forces. They fully understand the goals of the company in terms of audience, conversion and retention.

### > Advising brands on future transformations

Running quantitative and qualitative studies or writing opportunity reports is also a know-how learnt by students in order to produce strategic forecasts for top managers and shareholders.

## FIND OUT MORE

*Starting time : September or February*

**Alternation (work-study program) :** during 24 months (see the alternation schedules on [supdepub.fr](http://supdepub.fr)).

### *Prerequisites*

Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

**For the 4th year :** Validated Bac+3 (180 ECTS credits) or, a bachelor's degree or equal, primarily in the fields of communication, marketing or digital and fulfill the entry tests (or equal for the International students).

**For the 5th year :** Validated Bac +4 (240 ECTS credits) or a certification level 6 or equal, primarily in the fields of communication, marketing or digital and fulfill the entry tests (or equal for the International students).

### *What makes the difference ?*

#### **Personal coaching**

The Job & Career center assists students on a day-to-day basis to find their mission in the right company and help them to sign their "alternance" contract, full-time or part-time. Experts in various domains also coach students for writing Resume and cover letters or for running interviews.

#### **Live immersion**

This program is based on active learning and immersive pedagogy that includes innovative sessions such as masterclass, visit, Bootcamp or hackathon.

#### **High level teachers and specialists**

All teachers, coaches and experts have been carefully recruited for their knowledge and their experience in communication, marketing or creation. They often also run their own agencies or work for big advertisers and they are fully related to the real business world.

### *Units of competency of the diploma*

**Unit 1 -** Analysing and understanding the company's market

**Unit 2 -** Developing and managing a brand's marketing strategy

**Unit 3 -** Planning and executing a communication strategy

**Unit 4 -** Managing and reviewing the performance of marketing and/or communication actions

**Unit 5 -** Strategic planning and consulting management

## – MAIN COURSES / ACTIVITIES

### First year (SP4)

455H - 60 ECTS

- Marketing and digital transformation
- Segments communication strategy
- Brand diversification strategy
- Markets communication strategy
- Strategic Planning and brand identity
- Editorial and storytelling strategy
- Media strategy
- Trends' report and inspirations
- Recommendations and advocacy
- Brief analysis
- Inbound marketing
- Internal and corporate communication
- Data collection
- Customer journey and life cycle
- Reputation and crisis communication
- UX research and design sprint

### Second year (SP5)

455H - 60 ECTS

- Ethic branding and citizenship
- Foresight and design fiction
- Code and disruption in communication
- Customer and branding experience
- Performance and Campaign management
- Project and team management

## – LEARNING INNOVATIONS AND ASSESSMENT

120 ECTS credits are requested to be graduated through several evaluation processes : case studies, workshops, serious games, surveys, competitions... The time spent in working environment is also assessed by mentors on a regular basis to help students to achieve their goals and develop their skills.

### Challenge / Competition

This is another advantage to take part once a year to a big communication challenge involving all students of the school. During two weeks, students, organized by agencies, work on delivering a full campaign according to the brief of a real advertiser from various businesses such as food, fashion, health, travel or services.. They practice in a real life context all the knowledge they need to develop. At the end of the second week, a show is organized to vote for the best proposal .

### Grand oral

This is a peak time at the end of the year. students present and defend their point of vue front of a jury composed of communication and marketing experts. Themes and subjects are renewed each year according to new trends.

### Entrepreneurship : create your start-up

All over the year, students have the opportunity to create their own start up project, real or fictive. They experience all stages for creating a new online business from strategy and business plan to operations, tools or project management. If desired, Best projects could be integrated to Omnes Education incubation center in order to be assisted in the empowerment of their concept.

## – CAREER AND JOB OPPORTUNITIES

(Yearly raw income : 28 - 34k€)

- Account planner
- Strategic planner
- Digital Planner
- Media planner