

SP4

# INTERNATIONAL BRAND STRATEGY

LONDON

This program is designed for future account executives, account planners and product managers who wish to benefit from an international experience in an English-speaking environment. The course includes several agency visits and two competitions where both strategic thinking and creativity come into play. The goal of this course is to introduce students to media planning and how to design as well as execute campaigns. They will receive both the necessary theoretical background knowledge as well as practical insights into the design, production and placement of advertising campaigns. There will be a special focus on the UK advertising industry and how it relates to and influences European advertising.

The International Brand Strategy & Marketing programme focuses on the three major principle DAILY tasks of a Strategic Planner– research, insight and creativity. There is extensive use of international case studies and major brand campaigns.

This program is recognized by the French government (RNCP) and culminates in a “Responsible de Communication et de Publicité, certification de niveau II” certification.

## ACADEMIC CALENDAR



## COURSES

### U1 - The UK Advertising Scene

The World of Agencies: London Ad Capital  
Media Trends and British Brands  
Evolution of Advertising from 19th to 21st Century  
UK Advertising Restrictions: Children, Gambling, Alcohol, Tobacco  
Below-the-Line-Marketing  
Comms Planning and Media Strategy

### U2 - Professional Tools

Public Speaking  
Advanced Integrated English  
English for Business Communication  
Fundamentals of Business  
One-Day Pitch Workshops  
Go Live !  
Competition

### U3 - International Brand Strategy and Marketing

Brand Strategy  
Thinking about Thinking  
Design Thinking  
Brand Workshop

Behavioural Economics  
Trendspotting  
Brands and Innovation Marketing  
Digital Strategy  
Purpose Driven Marketing  
Building Global Brand  
Sustainable Brand Strategies  
Branding and Luxury  
Shopper Marketing  
Digital Analytics and Effectiveness  
YouGov Profiles and BrandIndex

### U4 - Masterclass

Design Thinking  
International Digital Campaigns  
Innovation and Customer Experience  
Blockchain  
UK Job Search  
Networking for Life  
Co-Creation



# DYNAMIC CURRICULUM

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At Sup de Pub, the curriculum is adapted to the demands of businesses and the market. We make it our business to be constantly evolving so our students are prepared for the workforce. The management, the development committee, professors and professional stakeholders are all contributors to this curriculum. In order to give our students more experience to prepare them for life after Sup de Pub, we strive to put them in contact with the communications industry on a constant basis whether through the professional professors or our competitions.

## CONFERENCES

Throughout the year, influential personalities from the communication sector and politicians visit Sup de Pub. The speakers talk to the students about their careers and the secrets to their success imparting their wisdom as well as their thoughts on the future. The purpose of these meetings is twofold: to gain insight into how to excel in the future careers and to increase the students' professional networks. Here are some examples of previous Sup de Pub conferences: Laurent Ruquier, Rachida Dati, Gaspard Gantzer, Thierry Ardisson, Roselyne Bachelot, Thomas Dutronc, Nathalie Kosciusko-Morizet, Christophe Dechavanne, Jacques Séguéla, Stéphane de Groodt ...

## COMPANY VISITS

Throughout the year, students visit companies and / or places closely related to their training. The Luxury Brand Communication program visits the Caves du Louvre and the Counterfeiting Museum while the Digital Marketing Program visits the salon d'E-commerce and incubators...

## COMPETITIONS

One of our students' favourite moments of the school year is the final competition. Sup de Pub wanted to find a way to closely approximate the experience of working in an agency to allow our students to develop their professionalism. 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. Many students have found internships with the presenting agencies or advertisers because of the impression they have made during the competitions.

# THESIS

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Fourth year students finish their studies by writing a thesis and defending it in front of a committee. This paper and its oral defense are an essential part of the curriculum and are required to graduate. The aim of this thesis is to advance academic knowledge in the student's chosen field. Students will do literature research and draw novel conclusions based on this search. The topic of this thesis should be based on the student's personal interests and professional ambitions. Students are given a mentor to guide them in their work. They meet regularly to ensure that the methodology is closely followed. The defense of this thesis takes place the following September. Students explain their choice of topic to the committee as well as the conclusions that they have drawn along with the literature to support them.

# CAREERS

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## Brand Manager

Brand manager is a fairly new profession. It consists in supporting a brand in the development of its image, in the employees; adherence to company values, etc. Its main mission is to give a soul to a brand; to humanize it and to create a link between it and the consumer. Closely connected to the marketing department, the brand manager can be a freelance or an employee of the company.

## Sales Manager

As a Sales Manager, you manage the development of sales as well as products for your media sector (online, digital, magazines...). In terms of sales you are responsible for the growth and development of our customers in the top segments of different sectors. Your mission is to expand the existing customers base and build new relationships. It is also crucial to think about the development of new products. It is the job of the sales manager to question the status quo and identify new opportunities. To achieve this goal you create targeted communication and marketing solutions. As the manager of your segment, you will manage a small team. You develop goals and motivate your employees. In addition, you work closely with internal and external partners to build new products.

## ADMISSIONS PARIS :

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