

# SP5 INTERNATIONAL BRAND STRATEGY & MARKETING

PARIS  
PROGRAMME CERTIFIÉ PAR L'ETAT NIV.I

## Add an International Dimension to your Resume

With 2 of the world's top 10 agency holding companies (Publicis Groupe and Havas) based in Paris as well as a slew of global and European advertisers (L'Oréal, Evian, Danone, Carrefour, Renault, Peugeot, Orange, Orangina, Michelin, Perrier, and LVMH...) based in France, studying brand strategy with INSEEC School of Communications in Paris puts students within easy reach of these major industry players.

This 5<sup>th</sup> year program is designed for students wishing to benefit from an international experience in an English-language program. 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 INSEEC School of Communication 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.

**COURSES :**  
455H - 60 CRÉDITS ECTS

Media Planning

Account Planning

Social Media

The art of pitching

PR Strategies

Brand Management

Marketing research

Consumer Behavior

## CAREERS :

- Director of Communication (internal and external)
- Marketing Director

## AT THE END OF SCHOOL

Employability	👛👛👛👛👛
School exit salary	€ € € € €
Salary after 5 years	€ € € € €

## THE ADVANTAGES OF THE PROGRAM



### Professional Project

At the end of the 5<sup>th</sup> year, the students must defend before a committee, a Professional Personal Project in order to graduate whether they studied in France or abroad. The professional project is the creation of a new start-up business with students working in groups of 3 or 4. Whether the business is a new product or service, this exercise encourages students to develop their managerial, financial skills as well as the knowledge of business law,

Sup de Pub encourages its students to embark on the entrepreneurial adventure. At the end of SP5, the best professional projects benefit from one year of hosting within the INSEEC Group's business incubator and two other specialist 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.



## SAMUEL CRANSTON

### Mentor of the International Brand Strategy program

Professor of International Marketing and Communications in France and abroad.



Director of the English language International Brand Strategy Masters at SUP de PUB Paris

Over 30 years working experience in international marketing et communication (strategy, copywriting, transcreation – translation)

Began working in advertising as a translator in Paris and then became a freelance copywriter and strategic consultant helping both advertisers and their agencies to craft more effective international strategies especially where cultural sensitivities are concerned.

Clients have included advertisers and agencies alike. Among them several international exhibitions (EXPOSIUM, SIAL CHINA, AGORA, ELEC...), Sony, Seat, Hard Rock Café, Planet Hollywood, Patagonia, Microsoft, Publicis, Grey, MDIC

Today he lectures in several schools and universities in Paris, Bordeaux, Lyon and abroad (Greece, Czech Republic, China and the US)

