



BECOME A GO-TO-MARKET MANAGER IN THE SPORTS INDUSTRY

BACHELOR'S DEGREE SPORTS DESIGN & COMMUNICATION

A one-year International Program taught in English

- A 6-month Internship
- Starts in September 2017
- Number of students: 20

Objectives

Are you Interested in learning the business of creating apparel, footwear, and hard goods with sports industry leaders?

This program will provide you with an in-depth understanding of the go-to-market process. You will learn to oversee the design process of a full product range, to build the related stories, and to implement the entire marketing plan.

Intended mainly for small to medium sized companies, this program serves to train entrepreneurial-minded individuals to work efficiently in short cycles with all business stakeholders: engineering, design, marketing, and sales.

Job Opportunities

- Go-to-Market Manager
(oversees the messaging, design, and execution of the product offering)
- Product Manager
- Marketing/Communication Manager

Key skills

- Manage and oversee several product range projects
- Finalize product design (colors, materials, graphics)
- Plan and organize evaluation
- Coordinate a product launch, including all digital components
- Create a powerful story for each product and product range
- Master all online/offline communication tools
- Implement the marketing plan

Student profile

This professional degree is open to entrepreneurs and creative students who share a passion for sports.

Prerequisites:

- Strong English skills
- Product Design or Graphic Design, Adobe tools (Illustrator, Photoshop)
- Comfortable with digital communication tools and social media
- Video editing is a plus

We recruit International open-minded students of all nationalities with at least 2 years of university studies in Design or Communication. [DUT, BTS, L2, or the equivalent (120 ECTS)]. Those individuals with official recognition of acquired skills through past work experience may also apply.

www.iut-acy.univ-smb.fr

Interested in joining next year's class and becoming a leader in the sports product industry?

"You are creative, curious, comfortable with digital communication tools and you love sports... join us for a wonderful experience."

CHRISTINE RIEU
SDC Program Manager



In partnership with
Outdoor Sports Valley



Application process

Candidates will be selected between January and June following an interview, based on their:

- English level
- Motivation
- Interest in sports
- Creativity

Recruitment sessions are available on line:

www.iut-acy.univ-smb.fr/international/licence-pro-internationale-s-d-c/

Program content

The program is structured around 3 main subject areas:

ECONOMIC CONTEXT

- Brand content
- Sports Industry Market
- Value culture
- Sustainability
- Intercultural Management

DESIGN

- Basics of product range design, consumer profiles and segmentation
- Design tools (graphics, colors, tech pack)
- Innovation Management
- Product communication support tools
- Evaluation tools

COMMUNICATION

- Communication Basics
- Digital Communication in Sports (social media, new uses, mobile technologies)
- Product launch, Trade marketing
- Communication plan
- Consumer and sports marketing

Sports
International
Communication
Marketing
Outdoor
Design

CONTACTS

Université Savoie Mont Blanc – IUT ANNECY – FRANCE
“Sports Design & Communication” bachelor’s degree

Administrative Secretary : Caroline ALTHEY / +33 4 50 09 23 08

Program Manager : christine.rieu@univ-smb.fr

Address : IUT ANNECY - BACHELOR SDC - GEA - 9 RUE DE L'ARC EN CIEL
BP 240 - 74942 ANNECY LE VIEUX CEDEX - FRANCE

APPLICATION FORM

Please send your complete record
by regular mail or by email:
caroline.althey@univ-smb.fr

- Application form
- Resume
- Cover letter
- Official academic transcripts
- 1 photo
- Copy of your passport

PARTNERS

This program was created by professionals from the sports industry:
Outdoor Sports Valley (OSV) is an industry trade association made up of 400
companies from the outdoor sports industry and located in Annecy.

ARVA, Columbia, Eider, Fusalp, Lafuma, Patagonia Europe, Picture Organic
Clothing, Salomon, Scott Sports France, The North Face France, TSL Outdoor...

Other design, marketing, and communication companies involved in the program:
Chedal Anglay Design, JULBO, Muzzle Agency and Thierry Paris Conseil

This program is also supported by CITIA



www.iut-acy.univ-smb.fr

