



Marketing, communication & sales

Objectives

The aim of this programme is to train engineers, marketing and sales managers to **address key issues in the light of constant changes in food and health marketing, communication and sales** in parallel with changes in the scientific and technological environment, to understand and analyse corporate sales strategy, positioning and relations with partners, and to **propose and make decisions** regarding marketing, communications, sales and distribution of health food products.

Who is the programme for?

This programme is for students wishing to further their knowledge in **marketing and business tools, techniques and methods in general, and in food and health in particular**, and to gain a **comprehensive insight into levers and tools for success, from strategy development to complete implementation**.

Career opportunities

- >> **Sectors:** production (food, ingredients, supplements, cosmetics, pharmaceuticals, etc.), supermarket and specialist retail, catering, services, etc.
- >> **Positions:** Product manager, Project manager, Sales manager (market, product, sector), Department manager, Research leader, Marketing and communication consultant.

Content

- > Strategy, marketing, communications and innovation in food and health
- > Business intelligence and strategic monitoring
- > From therapeutic innovation to drugs
- > Alternative medicine market
- > Plant biotechnology and health
- > Initiation in cosmetics
- > Epidemiology
- > Packaging technology and preservation processes
- > Specific food requirements and nutritional adaptation
- > Health promotion and education
- > Food services
- > Packaging
- > Retail, merchandising and category management
- > Integrated Marketing Communications
- > Business negotiation
- > Nutraceuticals and nutracosmetics: from innovation to market
- > Research & Development projects for 'Agrocréativ'.

Six-month company placement

Programme administrator
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