

Marketing and business development

Objectives

This programme aims to provide engineering students with **a dual scientific specialization** centring on production, R&D, quality and **marketing**. Graduate Marketing and Business Engineers gain an **in-depth understanding of marketing and business tools and methods, in addition to their agricultural and food engineering training**. The prized additional skills are sought by companies in the farming and food industries and the retail trade.

Who is the programme for?

The programme is for students seeking advanced training in marketing and business tools and methods, and a solid understanding of customer and supplier relations, from the development of a strategy to its final implementation. Programme graduates are immediately operational, versatile in terms of sector, aware of strategic issues and have a global outlook.

Career opportunities

- >> **Sectors:** The food industry, supermarket and specialist retail, farm supplies, services, banks and insurance companies, crop protection product or equipment suppliers.
- >> **Positions:** Product, market, customer or category manager, Merchandiser, Purchasing manager, Marketing research consultant, Marketing and communications consultant, Marketing and purchasing manager, Sales engineer and Technical sales engineer.

Content

- > B2C and B2B marketing
- > Business marketing
- > International marketing and business development
- > Retail, merchandising and category management
- > Business Game Marketing and management of company-sponsored projects
- > Integrated Marketing Communications
- > Business negotiation
- > Financial management and management control, business initiative and marketing procedures
- > Furthering knowledge in sectors, firms and markets for the businesses concerned
- > Development of skills in business intelligence, law and information systems, and decisions applied to the business world
- > Development of management skills (management of organisations, innovation processes and teams)
- > Insight into the international corporate environment
- > Business ethics
- > Outlook for the farming and food industries
- > From career plan to 1st job.

Six-month company placement

Programme administrator:
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