



The UdeS Marketing program is all about practical application of classroom education. In addition to the three planned co-op work terms, many courses also include field experience with companies thus giving an opportunity to acquire valuable hands-on skills in the workplace. Moreover, students are encouraged to participate in various national and international university competitions such as the Relève publicitaire, the Défi marketing and the Google Online Marketing Challenge events, where our future marketing professionals make a name for themselves by taking top honors.

By combining studies in marketing and general administration, a UdeS marketing degree gives students a wide range of marketing expertise as well as a keen understanding of key aspects of management and entrepreneurship. Their creativity and workplace abilities will impress you and thrill your clients!

## WHAT OUR STUDENTS CAN DO FOR YOU

### Advertising and promotion

- Event organization
- Advertising and promotional material
- Production planning and coordination
- Design and production of commercial strategies (marketing plans) and of products such as packaging and promotional items
- Interactive strategies

### Analysis and research

- Product and market study and research
- Supervise and evaluate customer service
- Market and sales segmentation analysis
- Consumer profiling

### Distribution

- Transport logistics and distribution management
- Inventory management
- Product turnover and placement management

### Sales and development

- Technical support to the sales team
- Business and market development
- Design and implement loyalty and sales programs
- Corporate representation (fairs, exhibitions, festivals and conferences)
- Point-of-sale study
- Technological and competitive watch



## KNOWLEDGE AND SKILLS

Term	Description
S-1	Marketing basics; management problem solving; information technology; introduction to accounting; corporate governing principles; management process; accounting system logic; presentation of financial statements.
S-2	Further studies in management; consumer behavior; annual report and financial analysis; computer tools for managers; HR management; data processing and statistical analysis.
S-3	Market studies; marketing communication tools; design of integrated marketing communication plans; business marketing communication management; business and commercial law; marketing research process steps; financial management theories, concepts and practices; micro- and macroeconomics.
S-4	E-commerce; price and sales team management; electronic tools for marketing; pricing techniques; sales program development, implementation and control tools.
S-5	Sales techniques; international and industrial market penetration plans; retail customer service and merchandising tools and techniques; advanced sales techniques.
S-6	Marketing strategy and specific applications in marketing research; application of marketing skills in a commercial action plan; retail localization studies.

## ORGANIZATION OF STUDY (S) AND WORK TERM (W)

1st year			2nd year			3rd year			4th year
FALL	WIN	SUM	FALL	WIN	SUM	FALL	WIN	SUM	FALL
S-1	S-2	W-1	S-3	W-2	S-4	W-3	S-5	S-6	
	S-1	S-2	S-3	W-1	S-4	W-2	S-5	W-3	S-6