

COURSE DETAIL

FRENCH BUSINESS

Country

France

Host Institution

University of Bordeaux

Program(s)

French in Bordeaux, University of Bordeaux

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

141

UCEAP Course Suffix

B

UCEAP Official Title

FRENCH BUSINESS

UCEAP Transcript Title

FRENCH BUSINESS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course studies French business with a focus on commercial, communication, and marketing strategies. Topics covered include selection of products, distribution channels, communication and business image, visual and sound identity, communication decisions, and business reputation. The course utilizes local, national, generalized, and specialized mass media.

Language(s) of Instruction

French

Host Institution Course Number

DUEFF 5,DFS2OP17

Host Institution Course Title

FRANÇAIS DES AFFAIRES

Host Institution Course Details

Host Institution Campus

UNIVERSITÉ BORDEAUX MONTAIGNE

Host Institution Faculty

Host Institution Degree

Host Institution Department

DEFLE

Course Last Reviewed

2022-2023

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