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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