

# 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 Campus**

UNIVERSITÉ BORDEAUX MONTAIGNE

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

DEFLE

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