



TOULOUSE

Techniques de
Commercialisation

UNIVERSITÉ TOULOUSE III



Toulouse Paul Sabatier University

TOULOUSE

- **Toulouse is in the Occitanie area, in the South of France.**
- **Toulouse is the second biggest student city in France, with over 110,000 students.**



TOULOUSE



- **Toulouse is a large cultural city (lots of museums, concert halls, monuments...)**
- **Close to Mediterranean beaches and the Pyrénées mountains.**

Paul Sabatier Toulouse University

Founded in 1969

**32,000 students
2,500 lecturers
& professors**



**Specialisation in sciences,
technologies, business,
medical studies and sport.**



**In the European capital
of aeronautics and
astronomy.**

Paul Sabatier University

Faculties

Sciences / Medical studies/
Sport...

IUT

17 departments on 3
campus

- ↳ **Largest IUT in France with 5,500 students**
- ↳ **3 key areas to improve the quality of education :**
 - **Educational support**
 - **International relations**
 - **Cultural involvement**
- ↳ **Combination of two approaches: academic and practical**



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FRENCH HIGHER EDUCATION



B.U.T.
3 years



Master's degree
2 years



Phd
3 years



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IUT A – Université Paul Sabatier TOULOUSE



➤ SERVICES

- Business and Administration Management
- Sales & Marketing Business Studies
- Information Communication

➤ INDUSTRY

- Civil Engineering
- Mechanical Engineering and Production Processes
- Electrical Engineering, Electronics and Industrial Informatics
- Chemical & process engineering
- Computing Sciences
- Applied Physical Sciences

Techniques de Commercialisation: TC Business School

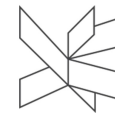
- **420 students (1st-year, 2nd-year, 3rd-year)**
- **75 teachers among whom 23 full-time lecturers**



International Relations in Techniques de Commercialisation



30 partner universities abroad



VIA University
College



國立交通大學
National Chiao Tung University



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Local & National Partner Companies



TC international group



- **30 French & incoming students**
- **Courses in English**
- **Classes of French language**
- **Intercultural communication**
- **A new lifestyle and environment**

To welcome your students

- **Individual guidance by Ms Nolwena Monnier** : about registration, choice of subjects, classes, timetable, exams, classes of French as a foreign Language.
- **Individual buddy system-Tutoring by French students**: advising about all aspects of student life, applying for accommodation grant, opening a bank account, helping students adapt to the new environment.



Modules offered from September to May

- French as a Foreign Language
- Business English
- Spanish – German – Italian (other foreign languages on request)
- Business Group project (4 hours a week)
- Self-study Research work : sustainable tourism, logistics, Digital marketing, Distribution, Point of sale marketing, Tourism marketing, Art Markets & Artwork marketing, Direct marketing, Sales Team Management, géopolique (in French and Spanish only)



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Courses taught through English



Université
Paul Sabatier

TOULOUSE III

Semester 1 (Sept- mid December)

- Digital communication
- International economic environment
- Marketing
- Marketing Strategy
- Psychology in the workplace

Semester 2 (January- April)

- Global Advertising
- Marketing
- Commercial offer
- 8 to 12 week-internship (April-June)

School events

- **Business school events:** negotiation contests, international lectures, cultural activities.
- **Student associations:** guiding students, organizing sport events and week-ends.



Studying

- Documents on Intranet **Moodle**.
- English resources at the learning resource center (**CRDoc**).
- Access to the university language center (**CRIL**).
- Free access to computer rooms



Web sites

- **Business School:** <http://www.techdeco.fr>
- **University:**
<http://iut.ups-tlse.fr/>
<http://www.ups-tlse.fr/>

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