The Department of Marketing within the University Institute of Technology in Saint-Brieuc welcomes 400 students. We offer a 2 year program that enables students to acquire knowledge and skills in marketing, sales, communication, management and business administration.

We offer a professional learning environment that combines high academic standards and sociability.

A teaching team composed of lecturers, researchers and business people.

A personalized tutorship that enables students to build their career plans.

Tutored projects giving students real time business practice.

2 internships for a total of 12 weeks in France or abroad.

The internship is:
- a period of time during which the student puts into practice the knowledge and skills acquired at University and build his/her career plans;
- a tutored period that is compulsory and assessed contributing to the students graduation grade;
- resulting in a written report and an oral presentation;
- subject to a formal agreement between the student, the company and the University of Rennes 1.

1st year internship: “Discovery”
Period of internship: at least 4 weeks commencing May 20, 2013
Objective: To discover the world of business, and specially the sales aspect. It is a training period during which students have frequent contacts with customers either face to face (reception, listening, advising...) or at distance (telesales).

2nd year internship: “Project”
Period of internship: at least 7 weeks commencing April 22, 2013
Objective: To manage a mission that may include market research, marketing, communication, sales, human resource management...

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