

French for Marketing & Media

FRE 4930-001

Spring 2017

This course will be exclusively taught in French

Instructor: Dr. Sandrine Savona

Meeting: SOC 384, TR 2:00pm – 3:15 p.m.

In this course, you will learn about:

- The socio-cultural specifics of conducting business in France
- Advanced grammar points pertaining to formal spoken and written registers
- Discuss cross-cultural differences
- Consumer Behavior, which looks at factors that influence buyers, and Marketing Research, which explores how information about customers and competitors influences Marketing decisions.

The focus will be on:

- Social Marketing
- Sports Marketing
- Digital Marketing & Social Media