



MARKETING IN FRANCE

In collaboration with Campus France

Who is it for?

For **Bachelor's degree** students looking for an immersive language and a **marketing** programme in France.

Required English level: B2

Programme accessible from beginner level in French

To sum up

- > Linguistic, **business, marketing** and cultural immersion
- > Learning the French language
- > Introduction, in English, to the French **marketing community**



Come and learn French and marketing in France

...in an international campus

Enjoy dynamic, interactive lessons with daily linguistic and cultural immersion in small groups.

...in an exceptional natural setting

Close to Brest harbour, with coastal paths and unspoilt landscapes. Enjoy hiking, sailing and seaside walks.



All this in collaboration with ISUGA

International Business School

ISUGA trains students to become business developers, highly competitive in international markets, especially in Asia and Europe.





Content



An intensive programme of 30 hours per week, designed to offer an enriching linguistic, cultural and professional immersion.

→ 14 hours of French as a foreign language lessons

In groups of the same level, maximum 10 students per class.

→ 8 hours of a business and marketing project : an introduction to marketing and business with a multicultural approach

→ 8 hours of visits and activities :

- **Cultural and themed visits** : a visit to Brest and its castle, the town of Quimper... *
- **Cultural activities focusing on discovering local businesses** : a chocolate factory, a canning factory, Armor Lux, a cheese shop... *

**This programme is provided for information purposes only and may be subject to change.*



Dates and prices (excluding accommodation)

22 June to 10 July (3 weeks)

Registration deadline: 05 June 2026 – €2,000 per person

Minimum number of participants : 10



Accommodation



3 accommodation options:

- **Host family** : Complete linguistic and cultural immersion, promoting authentic, everyday practice of French.
- **University residence**: Independent accommodation in a student environment, ideal for gaining independence during your stay.*
- **No accommodation**: The option to take the course while freely managing the organisation of your stay.

**Only available for students aged 18 and over.*

Why ?



To experience complete immersion combining French language learning, cultural discovery and introduction to Marketing and International Business, while developing linguistic and academic skills that will be valuable in your university studies or professional career.



Contact for registration

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