

LICENCE PROFESSIONNELLE MÉTIERS DE LA MODE

RÉSUMÉ DE LA FORMATION

Type de diplôme : Licence professionnelle
Domaine : Sciences, Technologies, Santé
Mention : Métiers de la mode

Présentation

The Bachelor "Performance Sports Textile & Footwear" (PSTF) aims to train future professionals in the Outdoor sports industry.

This is a one-year International Program including a 4-month internship. In order to meet recruiter expectations as closely as possible, the University Institute of Technology, IUT Anancy, has developed and implemented two educational programs in close partnership with professionals from the industry through collaboration with the "Outdoor Sports Valley" trade association. This partnership will ensure that students will graduate with skills that fit recruiter expectations, and will help graduates to be more quickly placed in companies for both internships and employment.

Objectifs

To train future international sales representatives and managers to master applied sales techniques in the outdoor sports industry and to be capable of working in an international environment. The curriculum will provide a solid understanding of sales and operational marketing techniques for the sports markets.

Public cible

Two years of Higher Education studies (120 ECTS) from a Scientific, Technical or Design (fashion) background and wishing to work in the Sports industry. All nationalities. A very high level of English is essential. Application is also available for adults by means of Acquired Experience Validation.

Pré-requis nécessaires

Prerequisites

- * Good level of English • Interested in outdoor sports

PLUS D'INFOS

Crédits ECTS : 60

Durée : 1 année, 2 semestres

Niveau d'étude : BAC +3

Public concerné

- * Formation initiale
- * Formation continue

Nature de la formation :
Diplôme national de l'Enseignement Supérieur

EN SAVOIR PLUS

[Site internet de l'IUT d'Anancy](#)

ETABLISSEMENT(S)
PARTENAIRE(S)

[Outdoor Sports Valley](#)
[OSV Academy](#)

* Interested in technical textiles

UFR, Écoles, Instituts

IUT d'Annecy

Lieu(x) de la formation

Annecy-le-Vieux (74)

Responsable(s)

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LP - Performance sports textile & footwear (en anglais)

Présentation

The Bachelor "Performance Sports Textile & Footwear" (PSTF) aims to train future professionals in the Outdoor sports industry.

This is a one-year International Program including a 4-month internship. In order to meet recruiter expectations as closely as possible, the University Institute of Technology, IUT Annecy, has developed and implemented two educational programs in close partnership with professionals from the industry through collaboration with the "Outdoor Sports Valley" trade association. This partnership will ensure that students will graduate with skills that fit recruiter expectations, and will help graduates to be more quickly placed in companies for both internships and employment.

PLUS D'INFOS

EN SAVOIR PLUS

[Site internet de l'IUT d'Annecy](#)

ETABLISSEMENT(S)
PARTENAIRE(S)

[Outdoor Sports Valley](#)
[OSV Academy](#)

Objectifs

Train high-level technicians for the Sports & Leisure industries, in apparel, footwear,

sports bags and textile accessory design.

Public cible

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Pré-requis nécessaires

Prerequisites

- * Good level of English • Interested in outdoor sports
- * Interested in technical textiles

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LP - Sports design and communication (en anglais)

Présentation

Bachelor's Degree :

- * A one-year International Program
- * A 4 to 6-month internship
- * All courses in English

Objectifs

Are you Interested in learning the business of creating apparel, footwear, and hard goods with sports industry leaders? This program will provide you with an in-depth understanding of the go-to-market process. You will learn to oversee the design process of a full product range, to build the related stories, and to implement the entire marketing plan.

Intended mainly for small to medium sized companies, this program serves to train entrepreneurial-minded individuals to work efficiently in short cycles with all business stakeholders: engineering, design, marketing, and sales.

Public cible

This professional degree is open to entrepreneurs and creative students who share a passion for sports. Prerequisites:

- Strong English skills
- Product Design or Graphic Design, Adobe tools (Illustrator, Photoshop)
- Comfortable with digital communication tools and social media
- Video editing is a plus

UFR, Écoles, Instituts

IUT d'Annecy

Lieu(x) de la formation

Annecy-le-Vieux (74)

Responsable(s)

PLUS D'INFOS

Durée : 1 année

Public concerné

* Formation initiale

EN SAVOIR PLUS

[Site internet IUT Annecy](#)

ETABLISSEMENT(S) PARTENAIRE(S)

[Outdoor Sports Valley](#)
[OSV Academy](#)

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