LECTURE OFFER to OUR PARTNERS





TOPIC 1:

« Doing business in France and on French speaking markets »

A series of 3 lectures (over a period of one month) in the field of international marketing focussing on France and on « francophone » countries in Europe and in the world :

- France
- European countries speaking French (Belgium, Luxemburg, Switzerland...)
- Canada
- North Afrika (Maghreb)
- Francophone countries in West and Central Africa

Lectures given by Laurent Dorey, specialized in international marketing and management and teaching in the EKLYA Master program on international business.

Planning TOPIC 1:

3 sessions of 1,5 hours = 4,5 hours

Timeslot 1	Monday	11:00 – 12:30 (French time)	
Dates (April)	5/04	12/04	19/04

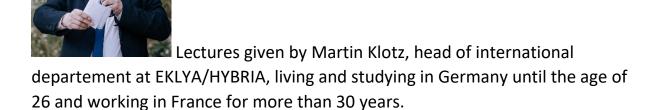
Timeslot 2	Monday	18:00 – 19:30 (French time)	
Dates (April)	12/04	19/04	26/04

TOPIC 2:

« An introduction to France and Germany, key countries in Europe's past and present »

A series of 3 lectures (over a period of one month) on historical, socioeconomic and (inter-)cultural aspects to better understand the common points and differences between France and Germany, between the French and the Germans.

- History
- Economy
- Current social and political issues
- Everyday life and work
- Intercultural differences between France and Germany
- Manage personal and professionnal relations with French and Germans



Planning TOPIC 2:

3 sessions of 1,5 hours = 4,5 hours

Timeslot 1	Tuesday	11:00 – 12:30 (French time)	
Dates (end of April / May)	27/04	11/05	18/05

Timeslot 2	Tuesday	17:00 – 18:30 (French time)	
Dates (May)	11/05	18/05	25/05