

MASTER'S DEGREE



APPLIED FOREIGN LANGUAGES

Major in Languages and e-Commerce

> Do you want to use your language skills for e-commerce?

This training is for you !

Partnerships



Teamwork



E-commerce day



Company internships



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● Objectives of the training program

This broad-based course focuses on three areas: languages (40%), e-marketing (30%) and web development (30%). There are one bilingual option (French and English) and three trilingual options (French, English + German or Spanish or Italian). 40% of the courses take place in a project-focused mode (individually or in a group). Professionalization is intensified by two long internships: in Master 1 (3 to 6 months) and in Master 2 (6 months). In Master 2 the internship is carried out in accordance with the professional project. This way, in two years, students acquire the tools and skills to build a tailor-made professional project.

● Target audience

The 2LCE Master's degree program welcomes students from LEA or LLCE courses as well as students with a technical background in computer science. Atypical profiles are appreciated based on application. Motivation is as important as diplomas. Good language skills required in first year. A good knowledge of languages and the mastery of multimedia techniques are required for admission in the second year.

● Job opportunities

- social media manager
- sales manager and head of e-marketing,
- marketing manager,
- Instructor and customer advisor,
- B2B marketing researcher,
- freelance front-end developer
- Search Engine Optimization Analyst

Level of the validated degree :

Baccalauréat +5
Master's degree

Internship periods :

- from 3 to 6 months
Semester 8
- 6 months
Semester 10

Training program location :

LEA Département
UFR STGI
4 Place Tharradin
Montbéliard

Registration :

<http://formation.univ-fcomte.fr/composantes/ufr-stgi>

Contacts :

Student Affairs Office
Master 's Degree in
Applied Foreign Languages

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1st year Master Languages and e-Commerce - Semester 1

UE 1 : Specialized English	UE 2: Specialized foreign language (German, Spanish or Italian : SFL) or further English	UE 3: E-Commerce	UE 4: MultiMedia and Internet	UE 5: Web Communication and professional project
Technical translation into French 12 TD	Technical translation into French (German, Spanish or Italian) Oral interpretation (enhanced English) 12 TD	Online markets 8 CM / 2 TD	Internet and computer network security 10 CM / 10 TD / 4 TP	Writing for the Web 16 CM
Writing in English and translation from French into English 12 TD	Writing in SFL and translation from French into SFL (German, Spanish or Italian) Economic analysis and report writing in English (enhanced English) 12 TD	Online payments 14 CM / 4 TD	Online publishing (HTML, CSS, JavaScript) 4 CM / 8 TD / 16 TP	HMI / IHM 8 CM / 4 TD / 4 TP
E-marketing 12 CM / 6 TP		Online sales (merchant websites) 20 CM / 2 TD	Multimedia (bitmaps images for the Web) 18 CM / 24 TP	Graphic design 8 TD / 8 TP
Web project management in English 12 TD	Professional oral communication in SFL 12 TD	ICT law 16 CM		APP Skills assessment 6 TP
Community Management 4 CM / 8 TD	Web project management in SFL (German, Spanish, Italian) Negotiation (enhanced English) 12 TD			Body language and expression 6 TP
				Training to real-life professional situations: English 6 TP + SFL 4 TP
				Desk research 4 TP



1st year Master Languages and e-Commerce - Semester 2

UE 6: Specialized English and SFL (German, Spanish or Italian) or further English	UE 7: Intercultural analyses and translation project	UE 8 : E-Commerce	UE 9: Language internship
English technical translation 6 TD	Search Engine Optimization in English 6 CM / 6 TP	Online sales strategy 8 CM / 2 TD	Internship in a company for at least 3 months implying the daily practice of a working language that is not the mother tongue.
Media and digital writing in English 6 TD	Consumer behavior in English 12 TD	Search Engine Advertising (Adwords) 12 CM	Writing and defending the internship report in English, German, Spanish or Italian.
Technical translation + media and digital writing in SFL (German, Spanish or Italian) Web content editing (enhanced English) 12 TD	Intercultural sector analysis in SFL 12 TD	Online monitoring 8 CM / 2 TD / 2 TP	
Professional oral communication in English 12 TP	Translation project from SFL into French 12 TD		
E-reputation in English 12 CM			

2nd year Master Languages and e-Commerce - Semester 3

UE 1: English and SFL for the web (German, Spanish or Italian or further English)	UE 2: Business Communication	UE 3: E-Commerce	UE 4: MultiMedia and Internet	UE 5 : Tutored collective project: website localization
Translation for the Web and localization in English 24 TD	Management and conflict management in English 8 CM / 12 TP	Online Marketing and advertising 18 CM / 16 TD	Databases 6 CM / 10 TD / 10 TP	Website optimization for online sales in France
Translation for the Web and localization in SFL (German, Spanish or Italian) 24 TD	Creation of digital contents in SFL 12 TD	Web Analytics 12 CM / 14 TD	Publication of dynamic pages (PHP language) 4 CM / 8 TD / 16 TP	Translation into French and writing new contents
Professional writing (enhanced English) 12 TD	Digital writing in English 12 TD	Sectoral analysis of commercial sites (benchmarking) 6 CM / 6 TD	Multimedia (Vector images for the Web) 18 CM / 24 TP	Design and creation of the new website
Reverse French English Interpretation (enhanced English) 12 TD	Digital writing in SFL (German, Spanish or Italian) 12 TD			Project management
	Professional oral communication (enhanced English) 12 TD			

2nd year Master Languages and e-Commerce - Semester 4

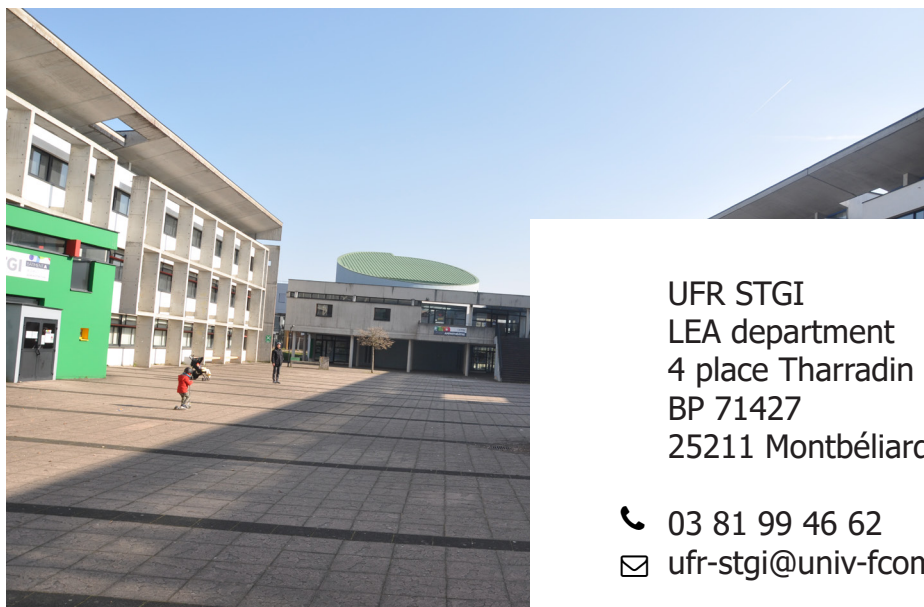
UE 6 : Internship focused on the professional project
6-month internship in a company in France or abroad.
Internship report in French.



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