

ésta OVERSEAS PLACEMENT IN SALES & MARKETING

Companies, please note : here is an opportunity to recruit our ESTA students for a sales/marketing placement from September to January or from April to July in a non-French speaking country. You will thus be able to benefit from our student's skills in this field and give them the chance to put these skills into practice in an environment outside the French professional territory.

» ESTA in brief

ESTA in brief : for more than 30 years the School of Business and Technology has been developing the training of industrial marketing engineers in Belfort. The establishment is situated in a thriving, dynamic economic and industrial region and meets the employment market needs by proffering its students training that is unique in French higher education : double skills in marketing and technology.

[PRACTICAL DETAILS]

Organization

The sales/marketing placement abroad is carried out by 3rd year students following a « Parcours Grande Ecole » cursus, by 4th year students following a « post bac+2 » (2 years of further education after the final high school diploma) and « post bac+3 » (3 years of further education) cursus. It is compulsory for this placement to be completed in a B to B environment.

Objectives:

The objective of the placement abroad is to give the student a vision of markets outside France.

Thanks to this placement the student's priority will be to improve his/her level of English and then to put into practice his/her knowledge during the missions entrusted to him/her : carrying out and updating a market study, implementing a comparative survey of competitors, developing a marketing plan or supporting business development or an advertising campaign.

Content

The internship mission will depend on size and activity of host company, but the company should have a minimal marketing and commercial structure. The students should receive guidance and their progress be monitored on a daily or weekly basis by a « coporate supervisor » who is a member of sales, purchases or marketing functions.



Modalities

Dates :

- From September to January for the 3rd years on a «Grande Ecole cursus and the 4th years on a post bac+ 2 cursus.

- From April to July for the 4th years on the post bac+ 3 cursus.

Placement agreement: prior to the internship an agreement will be signed between the company, the student and ESTA, which lays out the mission, objectives and conditions of the placement.

Payment: there are no fixed rules concerning payment in the case of a placement abroad. Any advantages or rights which the trainee may benefit from vary according to the country where the placement is being carried out.

Working hours: the trainee's presence in the host structure follows rules applied to employees of the company , which may vary from one company to another and also from one country to another.

Confidentiality clause: by signing the agreement, the student pledges not to use any information received to the ends of publication or communication to a third party without prior agreement from the host structure. This also applies to the placement report.



SCHEDULE



[COURSE OF THE PLACEMENT]

1. The host company will carefully define an internship mission proposal, which may have been discussed with students beforehand.
2. ESTA will check and approve or dismiss the internship mission proposal. If dismissed, it is up to the student to make the necessary change and/or find another internship mission proposal as soon as possible.
3. If the internship proposal is approved by ESTA, all parties will sign the internship agreement, at least 10 days before the internship actually starts.
4. During the internship, the company will provide the necessary means for the student to reach the objectives defined (e.g. tools, budget, transport, etc)
5. The student will be monitored by a member of ESTA staff, who will meet (physically or virtually) the student and the corporate supervisor at a date to be agreed upon during the internship (ideally end of November).
6. The corporate supervisor will assess the student's achievements, his/her adaptability and progress, etc. on a daily or weekly basis.
7. The student will produce two progress reports, and an internship final report.
8. At the end of the placement, the student will give a formal presentation to members of ESTA staff and, if possible, to a representative of the host company (eg. Corporate supervisor). The student will evaluate his/her own achievements and ability to sell, if relevant.

[EXAMPLES OF POSSIBLE ASSIGNMENTS]

- Collect and catalogue information from prospects or financial/industrial partners,
- Promote image of the company and its products (eg. following study of company's current image), update /optimise web site,
- Suggest how the company could develop effectively direct marketing actions such as mail shots, phone marketing, etc.

« Since the year 2012 we have been hosting students as interns in our company in Dublin from ESTA Belfort. Every year, the quality of each student always seem to surpass our expectations. The students that we have hosted over the years are :

Professional, hard-working, responsible, team member mentality, and always with a good level of English. It has been a pleasure hosting ESTA interns and we plan to continue this for many years to come. »

Marc Larsen, Director, Internship Ireland

« The 6 months placement abroad in the United Kingdom at Aston Martin proved valuable and enabled me to improve my methodology, structuring and self confidence. It also enabled me to improve my English and become much more autonomous. »

Lucas Malassiné, Student, ESTA

« This placement represents a real opportunity for foreign companies to benefit from our students' sales and marketing skills as well as their French economic culture. »

Aline Husson, Head of corporate partnerships, ESTA

Entrust us with your offers of placements!

Aline HUSSON

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Selling
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