

SALES AND MARKETING



ABOUT US

For over 40 years, ESTA School of Business and Technology has been dedicated to training sales engineers in Belfort, France. Located in a vibrant economic and industrial hub, our institution aligns closely with job market demands by providing students with a unique dual-focus education in business and technology—an offering that sets us apart in French higher education.

MODALITIES

Duration : 4 months (August to December).

Environment : BtoB

Placement agreement : a three-party agreement (company/student/school) specifying the mission, objectives, and conditions of the internship

Compensation : in accordance with the country's legislation

Benefits : based on the country's legislation

Working hours : follow the company's employee regulations

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Head of studies

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ORGANIZATION

Profil :

- 3rd-year students in the «Parcours Grande École» program,
- 4th-year students with a scientific «post-bac +2» background (2 years of further education after high school).

Objectives :

- Provide the student with insight into markets outside France
- Apply theoretical knowledge to real-world tasks, such as:
 - Conducting and updating market studies
 - Performing competitor analyses
 - Developing marketing plans or supporting business development/advertising campaigns

Examples of assignments :

- Collect and organize information from potential clients or financial/industrial partners,
- Enhance the company's image and product promotion, such as updating the website after analysing the company's current image,
- Propose strategies for direct marketing actions such as mail shots, phone marketing, etc.

Mandatory internship as part of their curriculum.

CALENDAR

JANUARY TO APRIL

Identification, recruitment, and interviews.

MARCH TO JULY

internship agreement signing and initial contact by the student with the company to arrange internship start details.

AUGUST TO DECEMBER

Internship follow-up by an academic tutor in collaboration with the company supervisor. The student is required to organize a virtual follow-up meeting with the company during the internship.

Evaluations:

By the company: assessment of skills, learning capacity, technical and interpersonal abilities

By ESTA: monitoring of assigned tasks, submission of required academic work, as well as evaluation of a final internship report and oral presentation.