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UNIVERSITÉ
MARIE & LOUIS
PASTEUR

UFR STGI
BELFORT-MONTBÉLIARD

BAC+5

MASTER

Applied Foreign Languages

Languages, E-Commerce and Communication
(LECCO)



The Master's Degree in Languages, E-commerce, and Communication (LECCO) is a versatile program structured around three axes: foreign languages, web development, and communication. It offers a bilingual option (French and English) and two trilingual options (French, English, and either German or Spanish). 40% of the courses are conducted through project-based learning (individual or group), and professionalization is enhanced by two long internships: one during the first year (3 to 4 months) and one at the end of the second year (6 months), or by a full year within the framework of an apprenticeship (work-and-study) contract.

The schedule of the year is designed to allow students doing an apprenticeship to attend all courses at the University while being hosted and financially supported by a company throughout the year. For second year students doing the initial training course, the 6-month internship is carried out in coherence with their professional project.

During their internship in the company, students acquire skills to develop international online sales, define and optimize a strategy for social media presence, learn to use E-marketing tools, to conduct SEO, work on web design, conceive and write online content in three languages, and work on international e-commerce projects.

Open to an apprenticeship in the second year of Master



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Internship periods

- 3 to 4-months internship during semester 8
- 6-months internship during semester 10

MASTER Applied Foreign Languages

> Languages, E-Commerce and Communication (LECCO)



● Profile

The LECCO Master's Degree program welcomes students from both LEA (Applied Foreign Languages) or LLCE (Literature, Languages, and Foreign Civilizations) backgrounds, as well as students from more technical fields. Atypical students' profiles are appreciated. Selection is based on application files, and student motivation is valued as much as their academic qualifications.

A good language proficiency is required (B2) for admission in first year. In addition to a good language proficiency, knowledge in technical subjects, from computer science to e-marketing is required for direct admission into the second year.



● Career opportunities

The professions that the LECCO Master's program prepares for are numerous:

- commercial and e-marketing manager
- publisher account manager
- front-end developer
- SEO and SEA analyst
- multilingual community manager
- digital communication officer
- web designer
- web editor
- multilingual digital project manager
- international e-commerce manager
- B2B or B2C research analyst marketing
- digital strategy consultant

● Competences targeted by Master LECCO

- Communication in foreign languages and in French, both written and oral
- Analyzing data for e-commerce purposes
- Promoting digital content

● Advantages of Master LECCO

High employability rate. Individualized support. Option for work-study in the second year. Tutored project collaboration with real businesses. Two internships in companies.

● Professional sectors

- Online sales
- International trade
- Electronic design
- Creation
- Commercial communication
- Marketing



● Mobility

International experience is at the core of the LEA (Applied Foreign Languages) program. It is highly recommended for students to complete at least one of the two planned internships periods abroad.

On average, 60% of internships each year take place abroad. Over time, strong relations have been developed with companies in the United Kingdom, Spain, Germany, and Canada. Occasionally, internships are also done in more distant countries such as South America and China.

The LECCO program also collaborates with a Master's program at the French University of Egypt. Within the programs themselves, approximately 20% of students are international. They come from various European countries, Africa, South America, and Asia.





Course content

3 options : English/German ; English/Spanish ; English/advanced English

First year - semester 1 and 2

Advanced English:

Technical translation into French. Writing and translation into English. E-marketing. Oral communication in English.

LVB (German or Spanish) or advanced English:

Technical translation from German or Spanish into French. Writing and translation (LVB). Professional oral communication (LVB). Negotiation (LVB) or oral interpretation (advanced English). Economic analysis (advanced English). Professional oral communication (advanced English). Negotiation (advanced English).

E-Commerce:

Electronic markets. Sectoral analysis. Online sales. ICT law.

Multimedia and Internet:

Internet and security. Online publishing. Multimedia. Graphic design.

Web communication and professional project:

Writing for the Web. HCI (Human-Computer Interaction). Skills assessment. Professional situation (English). Professional situation (advanced English or LVB). Web project management. Community management.

English / LVB or advanced English:

Oral communication in English. Oral communication in LVB or web content editing (advanced English). Media and digital writing (English and LVB). Writing. Professional situation (English).

Intercultural analysis:

Search Engine Optimization (SEO). Consumer behavior in English. Intercultural sectoral analysis project LVB and advanced English.

E-Commerce:

Online sales strategy. Search Engine Advertising (SEA). Online monitoring. Online reputation.

Linguistic internship (3 months at the end of second semester).



Second year - semester 3 and 4, open to an apprenticeship

English/LVB or advanced English:

Communication and translation in English. Communication and translation in LVB or professional writing in advanced English. Reverse interpretation French-advanced English.

Business communication:

Intercultural management. Video content creation. Digital writing (English and LVB) or professional oral communication in advanced English.

E-Commerce:

Digital marketing. Online advertising. Web analytics. Advanced data processing. Online payment.

E-Commerce platform:

Databases. Publication of dynamic content. Infographics. Project management collaborative. User experience (UX).

Tutored collective project.

Semester 4: internship in a company (6 months).

LVB = German or Spanish

Find all the information
on our website:

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