

BACHELOR PROGRAM

BACHELOR COMMERCE & MARKETING

Training the marketers who conquer markets!

Bachelor Commerce & Marketing — Former les marketeurs qui conquièrent les marchés !

3 years

BACHELOR 1 AS COMMON CORE,...

180 ECTS

60 PER YEAR, 30 PER SEMESTER,...

2 diplomas

BACHELOR COMMERCE AND...

DEGREES AWARDED · DIPLÔMES DÉLIVRÉS

Bachelor Commerce and Digital Marketing (ESG Paris)

Bachelor's Degree in International Management and Trade, Marketing Track (UFRA)

ACADEMIC YEAR 2026-2027

Université Française d'Abidjan · ESG Graduate School — Abidjan

01 PROGRAM OVERVIEW

Présentation du programme

The Bachelor of Business Administration in Marketing trains professionals who can understand a market, build a strong brand, and convert demand into sales, in a highly digitalized and fiercely competitive environment.

The program follows a rigorous progression.

- ◆ First year, common core laying the foundations: management, accounting, law, economics, marketing, digital tools;
- ◆ Second year, Marketing track: consumer behavior, market research, brand management, community management, CRM, GDPR;
- ◆ Third year, full specialization covering the topics that make the difference in today's market: UX and service design, marketing analytics (SEO, SEA, automation, growth), content strategy and influence, sales force management.

LEARNING OBJECTIVES

- ◆ Provide a solid foundation in management, business administration, economics, and law, complemented by marketing expertise;
- ◆ Master strategic and operational marketing, from market research to the commercial action plan;
- ◆ Develop digital skills: SEO, SEA, automation, community management, analytics, and desktop publishing;
- ◆ Train students in sales, negotiation, and sales force management;
- ◆ Ensure rapid professional integration through internships, capstone projects, and real-world simulations.

KEY FACTS · REPÈRES

Licence · Bac+3

EXIT LEVEL

3 years

DURATION

French

LANGUAGE OF...

Post-Bac or parallel

ADMISSION

02 GRADUATE SKILLS

Les compétences du diplômé

Understand the market

Conduct market research, analyze consumer behavior, and extract actionable insights.

Position and create

Build a positioning, a marketing mix, and a strong brand; innovate on the offering.

Attract and convert

Drive acquisition: SEO, SEA, automation, growth, digital advertising, content, and influence.

Sell and negotiate

Prospect, negotiate, run a distribution network, and manage a sales force.

Build loyalty

Leverage a CRM, map the customer journey, and design a quality customer experience.

Measure and decide

Track marketing KPIs, use analytics and digital tools, and deliver a recommendation.

The Bachelor is part of a continuum that extends through the Master's and the MBA. The first year is common to all tracks; the Marketing specialization opens in the second year and deepens in the third.

Stage	Content	ECTS
Bachelor 1	Common core: methods, tools, accounting, law, economics, marketing	60
Bachelor 2	General foundation and introduction to the Marketing track	60
Bachelor 3	Full Marketing specialization and professional capstone	60
TOTAL Bachelor	3 years, 6 semesters	180
Then Master 1	Common foundation and Marketing branch	60
Then Master 2	Second-cycle specialization	60
Or MBA Fast-Track	Executive, 12 months	90

- Progression rule: each year is worth 60 ECTS, i.e. 30 per semester;
- A year is validated with an overall average of 10/20 or higher;
- Specialty subjects and the capstone carry a coefficient of 2;
- Common and cross-disciplinary subjects carry a coefficient of 1.

CURRICULUM*

The tables below present the official program structure: subjects and ECTS credits, in teaching order. Indicative structure, subject to pedagogical adjustments.

BACHELOR 1 - COMMON CORE (60 ECTS)

60 ECTS

Year common to all tracks. Specialization begins in Bachelor 2.

Academic Methodology & Documentary Research · Sem. S1	1	Marketing Fundamentals & Digital Marketing · Sem. S2	5
Office Tools (Excel, Word, PowerPoint, Collaborative Tools) · Sem. S1	3	International Trade Fundamentals · Sem. S2	2
General Economics & Contemporary Global Issues · Sem. S1	3	Practical Workshop: SAARI Accounting Software · Sem. S2	1
Sociology & Business Organization · Sem. S1	2	Practical Workshop: Reading Court Rulings & Drafting Legal Documents · Sem. S2	1
Introduction to Law & Business Legal Environment · Sem. S1	5	Practical Workshop: Surveys, Marketing Research & Digital Creation · Sem. S2	1
General Accounting · Sem. S1	5	Soft Skills (Communication, Collaboration, Critical Thinking, Negotiation) · Sem. S2	4
Business English · Sem. S1	2	CV Workshop & Career Discovery · Sem. S2	1
Financial Mathematics · Sem. S2	2	Capstone & Research Work · Sem. S2	12
Data Analysis & Statistics · Sem. S2	1	Company Visits, Expert Masterclasses & Conferences · Sem. S1-S2	9

Common general foundation and introduction to the Marketing track.

Organizational Management & HR Organization · Sem. S3	2	Communication & Digital Marketing · Sem. S4	1
International Economics & Contemporary Issues · Sem. S3	2	Introduction to Corporate Taxation · Sem. S4	1
General & Cost Accounting · Sem. S3	2	Market Research & Consumer Insights · Sem. S4	1
Statistics and Probability · Sem. S3	2	Operational Marketing & Marketing Mix · Sem. S4	1
Office Tools (Advanced Excel) & AI · Sem. S3	2	Brand Management & Personal Branding · Sem. S4	1
Business Law · Sem. S3	2	Community Management & Social Media · Sem. S4	1
Strategic Marketing · Sem. S3	2	CRM & Customer Loyalty · Sem. S4	1
Advanced Consumer Behavior · Sem. S3	2	Data Protection & Consent Applied to Marketing (GDPR) · Sem. S4	1
Business English · Sem. S3	4	Soft Skills (Communication, Collaboration, Critical Thinking, Negotiation) · Sem. S4	3
Ethics, CSR & Professional Conduct · Sem. S3	2	Entrepreneurship & Business Model · Sem. S4	2
Development Strategy & Business Model · Sem. S4	2	Capstone & Research Work · Sem. S4	13
Business Development, CRM & Negotiation · Sem. S4	2	Company Visits, Expert Masterclasses & Conferences · Sem. S3–S4	8

BACHELOR 3 - MARKETING (60 ECTS)

60 ECTS

Full specialization year, concluding with a professional capstone.

Strategic Marketing & Commercial Action Plan · Sem. S5	5	Sales Force Management · Sem. S6	3
Product Management & Brand Management · Sem. S5	3	Business Partnerships & Distribution Strategy · Sem. S6	1
Commercial Law · Sem. S5	2	International Trade Techniques, Logistics & Customs · Sem. S6	2
Customer Journey & Customer Relationship Management (CRM) · Sem. S5	3	Performance Measurement & Development and Digital Tools · Sem. S6	2
Desktop Publishing Software (Canva, Adobe, etc.) · Sem. S5	2	Community Management, Brand Strategy, Content & Influence · Sem. S6	3
Finance & Administrative Management / Corporate Finance · Sem. S5	2	Marketing Analytics: SEO, SEA, Automation & Growth · Sem. S6	2
UX & Service Design · Sem. S5	2	Entrepreneurship & Business Model · Sem. S6	2
Soft Skills (Leadership, Project Management, Innovation & Ethics) · Sem. S5	3	CV Preparation, Career Project & Internship Search · Sem. S6	1
Business English · Sem. S5	3	Year-End Capstone (Professional Synthesis Project) · Sem. S6	11
Prospecting & Sales Negotiation · Sem. S6	3	Conferences, Expert Masterclasses & Company Visits · Sem. S5-S6	5

* Programmes may evolve to stay in step with changing professional practice.

04 PROFESSIONAL DEVELOPMENT & ASSESSMENT

Professionnalisation & évaluation

Component	ECTS	When
Capstone and research work (integrative project)	12	Bachelor 1
Capstone and research work (integrative project)	13	Bachelor 2
Capstone and research work (integrative project)	11	Bachelor 3
Company visits, masterclasses, and conferences	9	Bachelor 1
Company visits, masterclasses, and conferences	8	Bachelor 2
Company visits, masterclasses, and conferences	5	Bachelor 3
Practical workshops (accounting software, research, legal documents)	3	Bachelor 1
Professional integration (CV, career project, internship)	1	Bachelor 1
Professional integration (CV, career project, internship)	1	Bachelor 3
Company internship	0	Recommended in Bachelor 1 and 2, mandatory in Bachelor 3

THE PROJECT THAT MAKES THE DIFFERENCE

- ◆ Each year concludes with a capstone, an integrative project that draws on the full range of specialty coursework;
- ◆ Students tackle a real business issue and produce a written professional deliverable;
- ◆ They defend it before a mixed panel of faculty and professionals;
- ◆ The capstone carries a coefficient of 2.

OTHER PRACTICAL EXPERIENCES

- ◆ Case studies and business games;
- ◆ Group projects and research work;
- ◆ Masterclasses led by executives and industry experts;
- ◆ Company internships and professional immersions.

ASSESSMENT AND VALIDATION

Method	Indicative weight
Continuous assessment (case studies, exercises, participation)	40 %
Semester exams	40 %
Capstone and defense before a panel	20 %

- Coefficient of 2: specialty subjects, the capstone, and the internship;
- Coefficient of 1: common and cross-disciplinary subjects;
- The semester is validated from an overall average of 10/20, and the semester's 30 ECTS are then earned.

05 CAREERS & PARTNERSHIPS

Débouchés & partenariats

CAREER TRACKS

Digital Marketing and Growth

Drive acquisition, conversion, and growth online.

KEY COURSES

Marketing Analytics: SEO, SEA, Automation and Growth · Communication and Digital Marketing · Performance Measurement and Development · Digital Tools

CAREER PATHS

Digital Project Manager · Traffic Manager · Growth Marketer · Acquisition Manager · Web Marketing Officer

Brand Management and Communication

Build, sustain, and defend a brand.

KEY COURSES

Product Management and Brand Management · Brand Management and Personal Branding · Community Management, Content Strategy and Influence · Desktop Publishing Software

CAREER PATHS

Product Manager · Brand Manager · Community Manager · Communications Officer · Content Manager

Trade and Sales Development

Win new customers and grow revenue.

KEY COURSES

Prospecting and Sales Negotiation · Sales Force Management · Business Partnerships and Distribution Strategy · International Trade Techniques, Logistics and Customs

CAREER PATHS

Business Developer · Sales Manager · Head of Sales · Key Account Manager · Export Manager

Customer Experience and CRM

Build loyalty and create long-term value.

KEY COURSES

Customer Journey and Customer Relationship Management (CRM) · CRM and Customer Loyalty · UX and Service Design · Market Research and Consumer Insights

CAREER PATHS

CRM Manager · Loyalty Officer · Customer Experience Manager · Research Officer · Customer Success Manager

FURTHER STUDIES

- ◆ Master 1: common foundation and Marketing branch, 60 ECTS;
- ◆ Master 2 in Marketing or Management and Corporate Strategy: 60 ECTS;
- ◆ Executive MBA Fast-Track (90 ECTS, 12 months) for working professionals.

ACADEMIC PARTNER

A DUAL DEGREE WITH ESG PARIS

A dual degree, two forms of recognition: Bachelor Commerce and Digital Marketing awarded through the ESG Paris partnership, and Bachelor's Degree in International Management and Trade, Marketing Track, accredited by the MESRS (Côte d'Ivoire).

3 capstones

ONE INTEGRATIVE...

Post-Bac

OR PARALLEL ADMISSION INTO...

4 tracks

DIGITAL & GROWTH, BRAND,...

GET CERTIFIED WITH ICAD EXECUTIVE EDUCATION

The Institute for Executives and Managers (ICAD) offers professional certificates made up of stackable skill blocks shared with the degree's coursework. Blocks completed within a certificate can be recognized toward a degree, and vice versa.

ICAD professional certificate	ECTS
CERT-MKC-01 – Sales Management	9
CERT-MKC-02 – Marketing Strategy and Commercial Action Plan	10
CERT-MKC-03 – Digital Marketing and High-Performance Communication	11
CERT-MKC-04 – Customer Relations and Sales Performance	10
CERT-MKC-05 – Selling Online: E-commerce and Social Commerce	9

06 ADMISSION & TUITION

Admission & frais de scolarité

ADMISSION PROCESS

1	2	3	4
Online application	File review	Motivation interview	Enrollment
File and transcripts on ufra-esg.org	Assessment by the admission committee	On campus or by videoconference	Admission decision and confirmation

ENTRY REQUIREMENTS

Your background	You enter	Requirements
Baccalauréat (all tracks)	Bachelor 1 – Common Core	Creativity, interpersonal skills, curiosity about brands and digital
Bac+1 completed (60 ECTS)	Bachelor 2 – Marketing	Fundamentals in management, marketing, or communication
Bac+2 completed (BTS, DUT, L2)	Bachelor 3 – Marketing	Solid foundations in marketing and communication
Working professional	Bachelor 2 or 3 (prior learning assessment)	Experience in sales, marketing, or communication

FEES 2026-2027

Daytime classes, full-time program. Duration: 3 years. Language of instruction: French. Intake: 2026–2027 academic year.

APPLICATIONS OPEN – 2026-2027 INTAKE

Candidatures ouvertes – Rentrée 2026–2027

[UFRA-ESG.ORG](https://ufra-esg.org)



07 CAMPUS LIFE

Vie de campus

- ◆ Cocody Riviera 3 campus: library, study spaces and project rooms
- ◆ Competitions, business games and inter-school projects all year long
- ◆ Student societies: entrepreneurship, debate & public speaking, sports, culture
- ◆ Career support: annual corporate forum, alumni mentoring

ADDRESS

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APPLY

ufra-esg.org
Intake: October 2026