

MASTER DEGREE ON TERRITORIES DEVELOPMENT ORIGIN  
AND QUALITY OF PRODUCTS  
UNIVERSITY OF BORDEAUX MONTAIGNE

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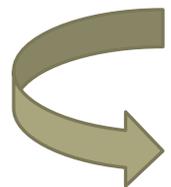
AUBARD CONSULTING



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# A SPECIFIC MASTER IN BORDEAUX

- Bordeaux, one of the wine capitals
- Aquitaine, 1st region of France in relation to products of origin with some notorious and strong productions
- University of Bordeaux Montaigne : a developed skill on terroirs



Emergence of a specific master degree focused on quality products and their territories

# DESCRIPTION OF THE MASTER

- Shared governance: professors/ private sector
- Master duration : 2 years
- Interdisciplinary approach :
  - Geography
  - History
  - Economics
  - Laws
  - Marketing/Communication
  - Project management
  - International development
  - Tourism
  - Practice
  - etc....

# CONTENT

- Approach on all quality and origin schemes : official quality signs and private tools, including territorial trademarks.
- “Holistic” approach on project management
- Opening on all products from a territory: agricultural, agro-food and handicraft products.
- Compulsory internship
- Practical and non research approach

# OBJECTIVES

- Students shall be efficient at the end of the master degree
- Jobs: « territories' player »
  - Project manager (GI groups/associations, syndicates, NGO, Tourism bodies)
  - Auditor on control bodies
  - Ministries, other public bodies
  - Consultant
  - Firm
  - etc...

# CHALLENGES

- To maintain and develop this type of interdisciplinary and practical training within the University
- To strengthen the skills of students in relation to foreign languages
- To have the means to communicate on the Master
- To look for partnerships with other French and foreign structures

THANK YOU

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