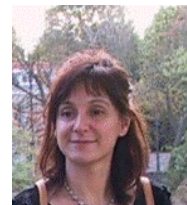


Sophie SENPAU ROCA

Professor



Teaching Area/s: Spanish / Marketing and Communication

Year hired at ISC Paris: 1995

**Full-Time
Participating**

Grande Ecole and MBA

Education:

Degree	Institution	Year	Major / Minor
Graduate	ESCP Paris	1987	Planification, Forecasting and Management Control

Course Responsibilities at ISC Paris 2005 through 2011:

- Business language courses in Spanish
- Brand Marketing in Spanish
- Transactional analysis and Communication in French and Spanish
- Creative writing for the advertising creation
- Intercultural Negotiation in Spanish
- Stress Management
- Oral expression in Spanish (theatrical techniques for business communication)
- Preparation for the Chamber of Commerce diplomas

Intellectual Contributions 2005 through 2011:

Intellectual Contributions	Total
Refereed Journal Articles (AERES / CNRS Selection)	
Peer-Reviewed Journal Articles	
Other Journal Articles	
Conference Proceedings	
Case Studies	
Scholarly Books	2
Chapters in Scholarly Books	
Working Papers	
Other Outlets	
Total	2

Education

Graduate: Diplôme de l'ESCP Paris, 1987.

Academic Appointments

Head of the Spanish Department at ISC Paris since 2002.

Professor, Commercial Spanish at ISC Paris since 1995.

Visiting professor at Gand (Belgium) since 2008.

Visiting Professor at León (Spain) since 2006.

Professor, Marketing, IPAG (Institut de Préparation à l'Administration et à la Gestion) between 1995 and 2009.

Professor, Communication and Technical sales at IFI (Institut de Formation Internationale-Rouen) between 1998 and 2002.

Professor, Marketing at ISMV (Institut Supérieur de Marketing Vente) between 1994 and 1995.

Professor, Commercial Spanish at INSEEC (Institut des Hautes Etudes Economiques et Commerciales) between 1990 and 1994.

In charge of BTS Commerce International and professor, Commerce International and Marketing, ESARC (Ecole Supérieure d'Action et de Recherche Commerciale) between 1990 and 1992.

Professor, Marketing and Commerce International (BTS Commerce International et Action Commerciale) ESIG (Ecole Supérieure d'Informatique et de Gestion) between 1987 and 1990.

Instructional Activities and Development

Taught Courses outside ISC Paris since 2005

IPAG (Institut de Préparation à l'Administration et à la Gestion) : Marketing courses in Spanish from 2005 to 2009.

INT (Institut national des Télécommunications): Correction and selection of marketing projects presented to the yearly competitive examinations organized by INT and Carrefour hypermarkets « Hyperchallenge Carrefour » from 2005 to 2008.

Instructional Innovations

Development of several elective courses (technical courses in Spanish): *Gestión del estrés, Dominio de la comunicación oral, Negociación Intercultural, Análisis Transaccional y Comunicación, Marketing de Marcas.*

Development of an elective course : « *Ecriture créative pour la création publicitaire* » in 2010.

In 2011, work with an external collaborator (Jacqui KOEHL, Directeur de l'Agence et Conseil en Publicité « Les Sophistes ») 87 students in 2011 and 75 in 2010. Research in collaboration with Mr KOEHL to work again on this elective in 2011.

Development of the seminar « *Habilidades directivas, Gestión del Tiempo* », the objective of this seminar was to show « *How to manage time in the Economy and firm sectors* » which lasted 5 hours, meant to students and the professors of the University of León on February 27 2009.

Elaboration of scripts for the Léna Bank (concours), since 2009.

Intellectual Contributions

Scholarly Books

SENPAU ROCA S., GARCIA LUDEÑA M-D. *L'espagnol des affaires en contexte : Vocabulaire thématique, dialogues enregistrés, exercices corrigés, Editions Ellipses, septembre 2011, 144 pages.*

SENPAU ROCA S., FREIRE N. Cartas, correspondance en espagnol, l'incontournable, *Editions Ellipses*, février 2008.