



MARKETING & COMMUNICATION

LYDIE GENIN

Lecturer in Communication

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BIOGRAPHY

Lydie Genin is responsible of Bachelor Programme at IPAG Business School. She is Consultant in Personal Skills Assesment and Coaching.

EDUCATION

2013: Consultant in Personal Skills Assesment and Coaching Certificate 2nd level, Com C Formation Cannes

2011: Master in Human Sciences – Education, Training, Nice Sophia Antipolis University

2006: C.P.E. Principal Advisor for Education, IFD Formation Grenoble

2004: Master, Adapted Physical Activity - STAPS, Lyon I University

TEACHING AREAS

- Marketing
- Personal Skills

TEACHING PROGRAMS

- Bachelor

PROFESSIONAL EXPERIENCES

Since 2015: Responsible of Bachelor Programme

2012-2015: Administrative and Pedagogical Coordinator, High Education, Cannes

Since 2013: Consultant in Orientation and Support for Employment : Coaching, Personal Skills Assesment

2001-2012: Principal Advisor for Education, College and High School, Lyon-Valence

2004-2008: Trainer in charge programmes for specialised teachers and education assistants, Lyon-Grenoble
Teacher in centers specialised in physical and sportive activities, Lyon