

✕ CLOSE

CURRENT STUDY LEVEL

--



RHYTHM

--



CAMPUS


--





LET'S GO

## MSC MARKETING, MANAGEMENT AND COMMUNICATION

 Casablanca  
 English, French  
 12 months  
 Full Time  
 September 2023

 (<https://www.facebook.com/sharer?u=https://www.tbs-education.com/program/msc-marketing-management-and-communication/&t=MSc%20Marketing,%20Management%20and%20Communication>)

 (<https://www.linkedin.com/shareArticle?mini=1&url=https://www.tbs-education.com/program/msc-marketing-management-and-communication/&title=MSc%20Marketing,%20Management%20and%20Communication&source=TBS%20Education>)

 (<https://twitter.com/intent/tweet?url=https://www.tbs-education.com/program/msc-marketing-management-and-communication/&text=MSc%20Marketing,%20Management%20and%20Communication>)

Students choosing this program intend to work in the Marketing and Communication fields in general regardless of the economic sector.

They will gain operational expertise in traditional and Digital Marketing and Communication tools. They will learn how to expand a business, by mastering the issues related to Strategic Marketing and Communication in a moving context (digitalization, climate change...).

This MSc obtained the MSc label from CGE

This program has received the **CGE quality label**, a national accreditation reserved for top business schools in France. The CGE label guarantees the high quality standards of the program and allows international students to continue to work on French territory after their studies to further fine-tune their expertise.

Strengths

Program

Head of Program

Admission

Career

Fees

Marketers must drive the development of their organization by identifying strategic areas, designing innovative offers and by being able to properly communicate these offers to the market.

The MSc in Marketing, Management and Communication is designed to develop these key and complementary competencies and to train executives to be able to understand the marketing challenges behind the deep changes in our civilization (sustainability, digitalization, internationalization...).

Students in this Master will learn how to detect market opportunities and orient innovation within their organization. They will be able to arbitrate between the different strategic approaches, channels of distribution and communication strategies.

Through several applied company projects and case studies, they will also learn how to develop a full marketing plan that takes advantage of all digital potentialities and to set up relevant key marketing performance indicators.

## Testimonials



AN-LE-THI, STUDENT OF MSC MARKETING,  
MANAGEMENT AND COMMUNICATION

I chose your MSc Marketing, Management and Communication because the curriculum combines both traditional and modern aspects as well as updates students with some of the most recent trends such as sustainability, digitalization and internationalization.

LEARN MORE

[HTTPS://WWW.TBS-EDUCATION.COM/TESTIMONIES/AN-LE-THI-DANG/](https://www.tbs-education.com/testimonies/an-le-thi-dang/)



SEE ALL MSC.  
([HTTPS://WWW.TBS-EDUCATION.COM/PROGRAMS/MASTER-OF-SCIENCE-PROGRAMS/](https://www.tbs-education.com/programs/master-of-science-programs/))



CONTACT US  
([HTTPS://WWW.TBS-EDUCATION.COM/PROGRAMS/MASTER-OF-SCIENCE-PROGRAMS/CONTACT/](https://www.tbs-education.com/programs/master-of-science-programs/contact/))



FAQ  
([HTTPS://WWW.TBS-EDUCATION.COM/?PAGE\\_ID=19910](https://www.tbs-education.com/?PAGE_ID=19910))

