

## MSc Marketing

The MSc Marketing consists of a core programme and a concentration track. The core programme aims to provide students with a global and strategic foundation in marketing, while the concentration track endows them with expertise in one of the three following fields:

- Digital & Data Marketing Track
- International Brand Management Track
- Luxury Marketing Track

### Programme fact sheet

- ✓ Master of Science
- ✓ 15 months
- ✓ 100% in English
- ✓ Reims, Rouen or Paris campuses

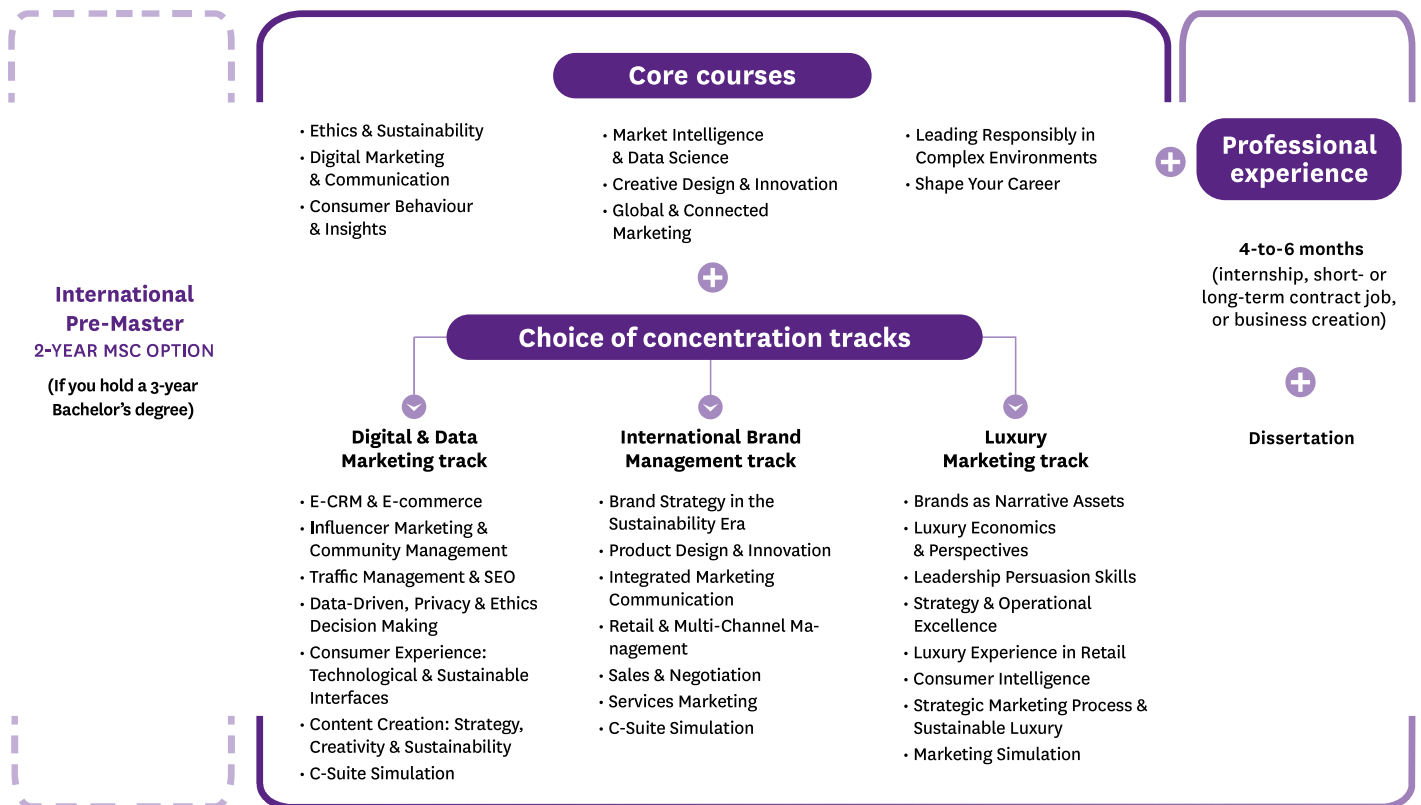


## PROGRAMME STRENGTHS



- Develop a broad and masterful understanding of marketing issues while also building strategic and specific knowledge via a choice of concentration.
- Build deep critical and analytical skills in the various areas of marketing: product innovation, marketing communication, sales and retail, service approach, etc.
- Learn and practice using real-life marketing case studies and use your skills to acquire key industry certifications and qualifications.
- Kickstart your career and become a key player in international marketing.
- Benefit from NEOMA's powerful professional network and immerse yourself via the School's innovative teaching methods founded in teamwork and creativity.

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Note: Above information is subject to change.

## CHOOSE FROM 3 SPECIALISED CONCENTRATION TRACKS

### DIGITAL & DATA MARKETING TRACK (Reims Campus)

The Digital & Data Marketing track aims to train students in up-to-date digital marketing techniques and give them the ability to adapt in a rapidly changing international business world.

### INTERNATIONAL BRAND MANAGEMENT TRACK (Reims or Rouen Campus)

The International Brand Management track prepares students for a diverse and international career in marketing and brand management in a fast-changing digital environment.

### LUXURY MARKETING TRACK (Paris Campus)

The Luxury Marketing track prepares students for solid, successful careers in the luxury industry. It is designed to develop experts and multicultural executives in luxury marketing with innovative perspectives and creative skills.

## TAKING YOUR CAREER TO A NEW LEVEL

The MSc Marketing can open the door to a wide variety of future careers in marketing, including roles such as:

- ▶ Brand Manager
- ▶ Community Manager
- ▶ Content Manager
- ▶ Customer Relationship Manager
- ▶ Marketing Manager
- ▶ Marketing Strategist
- ▶ Product Manager
- ▶ Project Manager
- ▶ Social Media Manager
- ▶ Web Traffic Manager



**1 month**  
Average time taken for job search

Source: Graduate Survey 2021-2022