

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.
- Duild 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.



REIMS - ROUEN - PARIS

## MSc MARKETING

#### **Core courses**

- · Ethics & Sustainability
- Digital Marketing
   & Communication
- Consumer Behaviour & Insights
- Market Intelligence
   Data Science
- · Creative Design & Innovation
- Global & Connected Marketing
- Leading Responsibly in Complex Environments
- · Shape Your Career

# Professional experience

#### 4-to-6 months

(internship, short- or long-term contract job, or business creation)



Dissertation

### Choice of concentration tracks

#### Digital & Data Marketing track

- · E-CRM & E-commerce
- Influencer Marketing & Community Management
- Traffic Management & SEO
- Data-Driven, Privacy & Ethics Decision Making
- Consumer Experience:
   Technological & Sustainable
   Interfaces
- Content Creation: Strategy, Creativity & Sustainability
- C-Suite Simulation

#### International Brand Management track

- Brand Strategy in the Sustainability Era
- Product Design & Innovation
- Integrated Marketing Communication
- Retail & Multi-Channel Management
- · Sales & Negotiation
- · Services Marketing
- · C-Suite Simulation

#### Luxury Marketing track

- · Brands as Narrative Assets
- Luxury Economics& Perspectives
- · Leadership Persuasion Skills
- Strategy & Operational Excellence
- · Luxury Experience in Retail
- Consumer Intelligence
- Strategic Marketing Process & Sustainable Luxury
- Marketing Simulation

Note: Above information is subject to change.

# CHOOSE FROM 3 SPECIALISED CONCENTRATION TRACKS

#### **DIGITAL & DATA MARKETING TRACK**

Ī

(Reims Campus)

International

Pre-Master

2-YEAR MSC OPTION (If you hold a 3-year Bachelor's degree)

The Digital & Data Marketing track aims to train students in upto-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

