





Program Overview Profiles Admissions Testimonials life in Careers France

Marketing is changing and we will equip you, as New Marketing Professionals, to meet the highest standards of successful organizations.

Your contact:

For any questions, please contact our <u>International Recruitment Officers</u>

Chat with them on our Student Blog

Prepare for a Successful Career in Marketing

The MSc Marketing prepares students for a wide range of operational marketing roles and contributes to improving sustainable performance in the global marketplace by providing an excellent understanding of the operational impact of marketing decisions on corporate performance.











Program Highlights

Launch an international career in Marketing

- Prepare to work in an international environment: Gain the skills and knowledge needed to support marketing activity in an international environment.
- Learn from experts: Participate in classes taught by international marketing professionals and highly qualified academic experts.
- **Network internationally:** Network with top companies to explore new career opportunities and immerse yourself in a classroom with students from all around the world.

Acquire the ability to make sound operational Marketing decisions at a managerial level

- Learn the core competencies to develop a successful career: The classes will cover four major areas: digital marketing, strategic management, marketing management and core business skills. Specific areas such as research, consumer behaviour, and customer relationship management are also covered.
- Combine academic theory with a practical approach: Learn through case studies and reallife examples to provide a hands-on approach.
- Learn how to make sound strategic marketing decisions: Develop your critical thinking and analytical skills as well as your soft skills such as presentation techniques and intercultural communication indispensable assets for effective management in multicultural environments.

Why choose the MSc Programs at GEM?

 Fully recognized and accredited by the French Ministry of Higher Education

as a 5 year Master's degree

- Study with your peers from over 20 different nationalities
- Benefit from academic and professionnal faculty
- Up to 6 months of **professionnal work experience** per year



Live Information
Session Master ...

Wednesday March 13 at 04:00 PM (Paris time)

Register

Contact



Share







Download the brochure

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Apply

Applications open on 09/28/2023, 02:00 AM closing 07/31/2024, 02:00 AM



A great deal of Marketing activities has changed since the dawn of the Internet and the rise of digitalization of business. Today,

having a strong in-store or mass media presence is no more a requisite to be a successful brand. Our MSc program is built to teach you the competencies needed to launch a successful global career in this rapidly changing and demanding environment. With our team of Professors (both international academics and professional experts) and with the participation of leading companies and alumni (experts in their business), we will help you to develop your skills across a wide scope of Marketing and Business related topics."

Laurie Balbo, Program Director

Accreditations



- X Area of study
 - Marketing, Business Development
- Format
 - Full-time
- O Campus location
 - Year 1: Grenoble & Paris Year 2: Grenoble
- (Duration



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None

Prior Higher Education

3-year Degree to 4-year Degree

← Level

Master's degree - Diplôme visé Bac +5 conférant le Grade de Master : "Diplôme d'études supérieures de management stratégique d'activités internationales". RNCP 37252

Language

English

Important dates

Start of program: September 2024

Updated 2/28/2024

School

Programs

Other

Our Programs

Our events

Technical support

Contact Grenoble

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