



Study permit in Canada for future international students

Important information regarding admission

RESEARCH

INTERNATIONAL

CONTINUING EDUCATION

FACULTY

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Programs > Masters > Masters in Management (M. Sc.) – Marketing

Master of Management (M.Sc.) – Marketing





Master's degree is an analytical catalyst and a

IN

career accelerator! » – Aymeric Freymond







| |
|-------------------|
| > Presentation |
| Program structure |
| Admission |
| Tuition |
| Scholarships |

Become an expert in the field and learn how to effectively manage an organization's marketing activities. You will be able to acquire knowledge to manage brands, analyze markets and master the effects of marketing strategies on sales.

Your training in brief

- Development of an organization's marketing activities management capabilities.
- Acquisition of skills in demand analysis; understanding behaviors; interpretation of competitive and market developments; assessment of the effectiveness of marketing activities.
- Acquisition of strategy development skills: brand management, customer relations, marketing communications, distribution and retail sales.
- Recognized professors, active both in research and in the business community.
- The Quebec Experience course facilitates the integration of foreign students into the Quebec and Canadian job markets. It

Program Features

| | |
|---|--|
| Kind | Mastery |
| Cycle | 2nd cycle - |
| Credits  | 45 Credits |
| Study regime |  Full-time  Part-time  |
| Hourly |  Day |
| Teaching mode |  Face-to-face |
| Place | Côte-des- |



erred to most of those who have chosen the supervised
ect path.

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« Le programme associe pratique et développement des capacités de réflexion. C'est le meilleur choix pour qui veut accéder à un poste de responsabilité. »

– Aymeric Freymond, diplômé de la maîtrise en gestion (M. Sc.) – marketing.
Directeur – stratégie et innovation, Dialekta.

Submit your admission application

? You have a question?

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Future students, follow us



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To put theory into practice

HEC Montréal - ...



HEC Montréal's Tech3Lab is the largest user experience (UX) research laboratory in North America.

A step towards your professional future

Organizations trust the expertise acquired by students of this master's degree. The examples of supervised projects recently proposed bear witness to this.

- Carrying out market studies: consumer behavior, segmentation, demand, etc.
- Brand management: brand positioning, development, and repositioning
- Launching new products and adopting innovations
- Management of marketing communications and social media



ysis and improvement of the customer journey and
 mer experience

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- Customer relationship management: satisfaction and loyalty

Research in your field of study

- Chair of Services Marketing and Customer Experience
- RBC Financial Group Chair in Electronic Commerce
- Arts Marketing Research Group
- Cinema and Media Research Group
- Sales Institute
- Mosaic, multidisciplinary training and research center at HEC Montréal specializing in innovation and creativity management
- Tech3Lab

Your future prospects

Positions held by program graduates:

- Brand Manager
- Analyst
- Consultant
- Responsible for marketing strategies
- Marketing Manager

Careers in brand management or sales can create international opportunities after a few years in the local market. Companies like Procter & Gamble, L'Oréal and Johnson & Johnson are known for offering such opportunities.

These other programs might interest you

- DESS in management – marketing, media and brands
- Master of Management (M. Sc.) – business intelligence
- Master of Management (M.Sc.) – e-commerce



ABOUT

Mission, vision, values

Strategic plan

Sustainable and responsible management

Equity, diversity and inclusion

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HEC Montréal arrives downtown

Heading for the city center (protected access)

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HEC Montréal is part of the world's elite management schools holding the 3 prestigious AMBA, AACSB International and EQUIS accreditations.



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