

MSc INTERNATIONAL MARKETING & BUSINESS DEVELOPMENT

Broad strategic insight and the skills to develop new business opportunities

Career opportunities

By developing a well-rounded profile that combines strong core marketing skills, business development acumen and a degree of specialisation, this MSc opens the door to a range of careers in marketing, sales and business development across different sectors.

Graduates of this MSc stand out in the job market because they have developed a double competency in both marketing and business development, and first-hand experience of working in very international environments and teams due to the international focus and student composition of the programme. They find jobs in a variety of businesses and positions, such as trend agencies, marketing research, communication and event agencies, marketing, brand or product management, trade marketing, category management, sales and business development, key account management or purchasing, PR, social media, digital partnerships (Google/Facebook), growth hacking, e-commerce..

Programme outline

This MSc is unique, proposing a double-competency approach that speaks to recruiters, whether in start-ups or big companies, whatever the industry. By developing a well-rounded profile that combines strong core marketing skills, business development acumen and a degree of specialisation, this MSc opens the door to a range of careers in marketing, sales and business development across different sectors: brand management, innovation & creativity, strategic marketing, consumer insights, international scale-up, application of operational marketing, sales & business development. Students are then able to customise their programme by choosing elective classes that can vary from one campus to another.

Why choose this programme?

This programme has been designed to meet ever-changing business needs and to provide differentiated expertise through the complementary marketing and business development skills.

It challenges students with new marketing and business ideas and concepts, and encourages them to consistently apply theory to practice, equipping them for the fast-moving global knowledge economy. The local approach on the different campuses, the variety of projects and the mandatory internship enable students to specialise while simultaneously gaining an overall view of marketing and business development in international contexts.







Teaching focuses on the practical application of acquired knowledge and exchanges with experienced professionals working on company projects.

Moreover, the programme maintains strong links with companies keen to recruit candidates able to combine sound marketing analysis with an interest for sales and business development and an awareness of strategic issues.

In-company projects and assignments

Recent projects include: market research for start-ups in the SKEMA Ventures incubator; a study of tourist habits for Galimard perfumery in Grasse; developing a better in-store customer experience for Leroy Merlin; exploring business development options for a local craft brewery.

Companies contribute regularly to courses, providing a strong sense of operational realism and insight into their own business. Students are encouraged every year to participate in company challenges. Partner companies join us every year to participate in our own Sales Challenge.

PROGRAMME MOBILITY						
S1		or		or		or
	Sophia Antipolis campus		Paris campus		Lille campus	
S2		or		or		or
	Sophia Antipolis campus		Paris campus		Lille campus	

CONTACT US



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Intakes: January & September

Campuses:

- Lille
- Paris
- Sophia Antipolis
- Belo Horizonte
- Raleigh
- Suzhou

Tuition fees

- One-year MSc: €18,000
- Two-year MSc option: €35,000 (total fees for two years' tuition)

95%

found a job in less than six months

€43,500

Average salary after graduation

Recruiting companies: Alten, BETC, BMW, Chaumet, Dell Technologie, Diptyque, Ferrero, General Mills, Guerlain, JCDcaux, Kenzo, L'Oréal, Manpower, Pernod Ricard, Pierre Fabre, Procter & Gamble, Printemps, Procter & Gamble, Saint-Gobain, Stellantis, Unilever, Veepee, Veolia NuclearSolutions, Vestiaire Collective, Zadig et Voltaire.



MSc International Marketing & Business Development ranked 12th worldwide and 11th in Europe (2024)

Testimony



"Learning took place in classroom lectures as well as real life business situational tasks which uncovered

our entrepreneurial and managerial skills.

The programme director, along with other professors, transformed students into professional marketers, business negotiators and entrepreneurs who have the ability to take business to add value to any organisation. My journey has taught me that choosing SKEMA and France is clearly the best decision I have made. A diverse classroom where Europeans, Asians and Americans work together creates the best preparation for the future.

The course has taught me much more than just marketing and has helped me secure an internship in digital marketing in GE Healthcare in Paris.,,

Smrithi Nagabhushan,
MSc International Marketing
& Business Development

More details about the programme

