

Students choosing this program intend to work in the Marketing and Communication fields in general regardless of the economic sector.

They will gain operational expertise in traditional and Digital Marketing and Communication tools. They will learn how to expand a business, by mastering the issues related to Strategic Marketing and Communication in a moving context (digitalization, climate change...).

This program has received the CGE quality label, a national accreditation reserved for top business schools in France. The CGE label guarantees the high quality standards of the program and allows international students to continue to work on French territory after their studies to further fine-tune their expertise.

### Strengths

Marketers must drive the development of their organization by identifying strategic areas, designing innovative offers and by being able to properly communicate these offers to the market.

The MSc in Marketing, Management and Communication is designed to develop these key and complementary competencies and to train executives to be able to understand the marketing challenges behind the deep changes in our civilization (sustainability, digitalization, internationalization...).

Students in this Master will learn how to detect market opportunities and orient innovation within their organization. They will be able to arbitrate between the different strategic approaches, channels of distribution and communication strategies.

Through several applied company projects and case studies, they will also learn how to develop a full marketing plan that takes advantage of all digital potentialities and to set up relevant key marketing performance indicators.

### 8 Course units:

#### 1. Understanding consumers and customer behaviours and expectations

Objective: By being introduced to the latest marketing theories in consumer psychology and consumer culture associated and by acquiring an expertise in data collection and analysis, the successful student will be able to decrypt customer and consumer expectations and market trends.

#### 2. Elaborating the marketing strategy

Objective. The successful students will be able to elaborate an efficient marketing strategy and to act as change agents and business developers by identifying market opportunities and conducting innovation projects.

#### 3. Deploying the marketing strategy

Objective: The successful students will be able to implement the marketing strategy and to control its effectiveness.

#### 4. Investigating what Drives Financial and Managerial Performance

Objective: Students will be introduced to drivers of company performance peripheral but connected to marketing and communication strategy. They will discover the techniques of team project management the approaches to leadership. The students will also develop their abilities to understand and analyze financial information critically, to select proper investments and to look for the financial structure that better suits in different kinds of firms that operate on a global environment.

#### 5. Communication strategies

Objective: The successful students will be able to develop and to implement a communication plan by considering different possible communication strategies.

## **6. Communication tools and techniques**

Objective: The successful students will be able to elaborate a communication campaign, from its creation to the measurement of its effectiveness, in collaboration with a communication agency.

## **7. Adopting a Sustainable and International Perspective in Marketing and Communication**

Objective: The successful students will be able to design Marketing and Communication strategy at an international and multicultural level.

## **8. Marketing and Consumer Research Methods and Dynamics**

Objective: The successful students will be able to formulate a research problem, elaborate a research design and implement qualitative and quantitative data collection / analysis in order to conduct professional or academic research projects.

## **Soft Skills Certificate**

logo career services

Certificate designed by 26 professors & leadership and management professionals in collaboration with Career Services.

“Soft Skills” are intrapersonal and interpersonal skills that create the conditions for a successful and sustainable team and allow to effectively manage your career.

2 Courses units:

Management and leadership skills

Objective: Acquire nine key competencies to lead teams and manage your professional career.

Career agility

Objective: Reveal your talent and make evolutionary choices in accordance with your deep aspirations.

The Career Services is a support center that helps students define and develop their career project. Through several lectures, workshops, individual tests and coaching sessions, a specialist will support each student from their first questions to looking for the right internship or job.

Coaching: we support you in your reflection on your skills, strengths and areas for improvement. Through personality tests and individual coaching, we link this self-knowledge to your ambitions and career choices.

Personal Branding: you will participate in workshops to build your CV and e-portfolio to best highlight your experiences and skills for your future employers.