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MASTER MARKETING MANAGER

Key information

- Next school year: September 2022
- Brest campus
- Work-study possible over 2 years (professional contract or apprenticeship contract)

Program presentation

The Marketing Manager Master trains experts capable of becoming the **marketing managers** of tomorrow. They understand the complexity of **consumer behavior** and integrate it into their company's marketing strategies. Available on a work-study basis, this diploma allows you to acquire comprehensive training, combining business experience and teaching provided by working professionals. Experts in Marketing and Management, graduates have access to positions of responsibility in companies, at the heart of business and digital issues.

Our added value

- Delivers the degree of Master Bac +5
- A 360° vision of essential skills in management and digital marketing
- A professional vision
- Project-based teaching geared towards business
- Students are actors in their training thanks to their involvement in the modules

Program Objectives

- Train digital marketing experts by mastering the most relevant tools and techniques
- Have a 360° vision of marketing
- Master managerial techniques



- Manage digital and web marketing projects
- Managing teams

MENU

Other information

- **Teaching methods:** 100% of face-to-face training. The teaching mixes theoretical courses, practical work or case studies. It is enriched with a pre-professional dimension as part of the work-study program in the third year. Students thus become actors in their training.
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Assessment methods: Continuous & partial assessment throughout the year

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Available after Bac +2 or Bac +3

The Talent days competition

A unique selection method for higher education, Talent Days are primarily intended to detect talent.

The tests which take place over one day have been designed to reveal the personality of each candidate, their ability to react to complex situations, their appetite for taking initiative and leadership. This day is also a way to discover life at school, since the tests correspond to the daily lives of our students: exchanges in English, group work, conferences/reflections and feedback...

The tests

AST candidates

- Collective interview (30 min.) Coeff. 7
- Individual interview (30 min.) Coeff. 10
- Oral English test (20 min.) Coeff. 3
- Online reasoning test (60 min.) Coeff. 6
- Online English test (30 min.) Coeff. 4

Prep Candidates

- Collective interview (30 min.) Coeff. 8
- Individual interview (30 min.) Coeff. 12
- Language test LV1 IENA (20 min.) Coeff. 5
- LV2 IENA language test (20 min.) Coeff. 5



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USEFUL LINKS 1

[Student intranet](#)[H2O](#)[Registration for](#)[Infothèque competitions](#)[Graduates' Confirmation System](#)

USEFUL LINKS 2

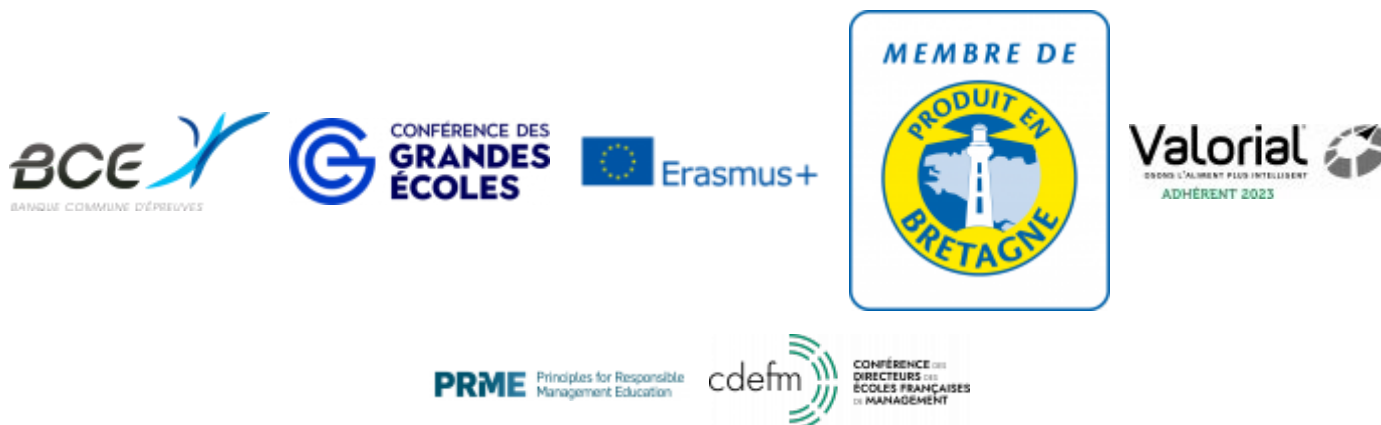
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