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# MSc Stratégie marketing et développement commercial



## Useful information

MSC

BAC +5



⌚ **Duration of study :**

Regular track: 2 years - Short track: 1 year

ਪੰਨਾ **Language of instruction :**

French, English

💶 **Tuition fees :**

[Click here](#)

⌚ **Place of study :**

Nancy, Paris

⌚ **Degree awarded :**

Stratégie marketing et développement commercial - DESSMI - Level 7 RNCP qualification (French National Directory of Professional Certifications), sheet n° 37475



## Contact

Admission service

French students

📞 + 33 (3) 54 50 25 38

[Send a mail](#)

International students

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## Programme overview

The MSc in marketing strategy and business development prepares students for a career in marketing and business-to-consumer and business-to-business sales in the consumer goods, capital goods, service and project sectors. Business development is the result of making marketing decisions and tailoring the products and services provided by the company to meet the needs of customers while taking internal imperatives into account.

## Choose the CGE-certified path of excellence



### Optional: the path of excellence

In addition to the DESSMI, you'll be preparing a **double Master of Science degree** by the [Conférence des Grandes Ecoles](#).

This course includes at least 50% of classes in English.

[Find out more about the CGE Master of Science program](#)

Discover

## Work-study format

Available as a sandwich course in [Paris and Nancy](#), and as a traditional course in Paris, this program will enable you to acquire professional expertise in marketing and business development. It's also an excellent way to develop the hard and soft skills employers are looking for, and a real asset to your employability!

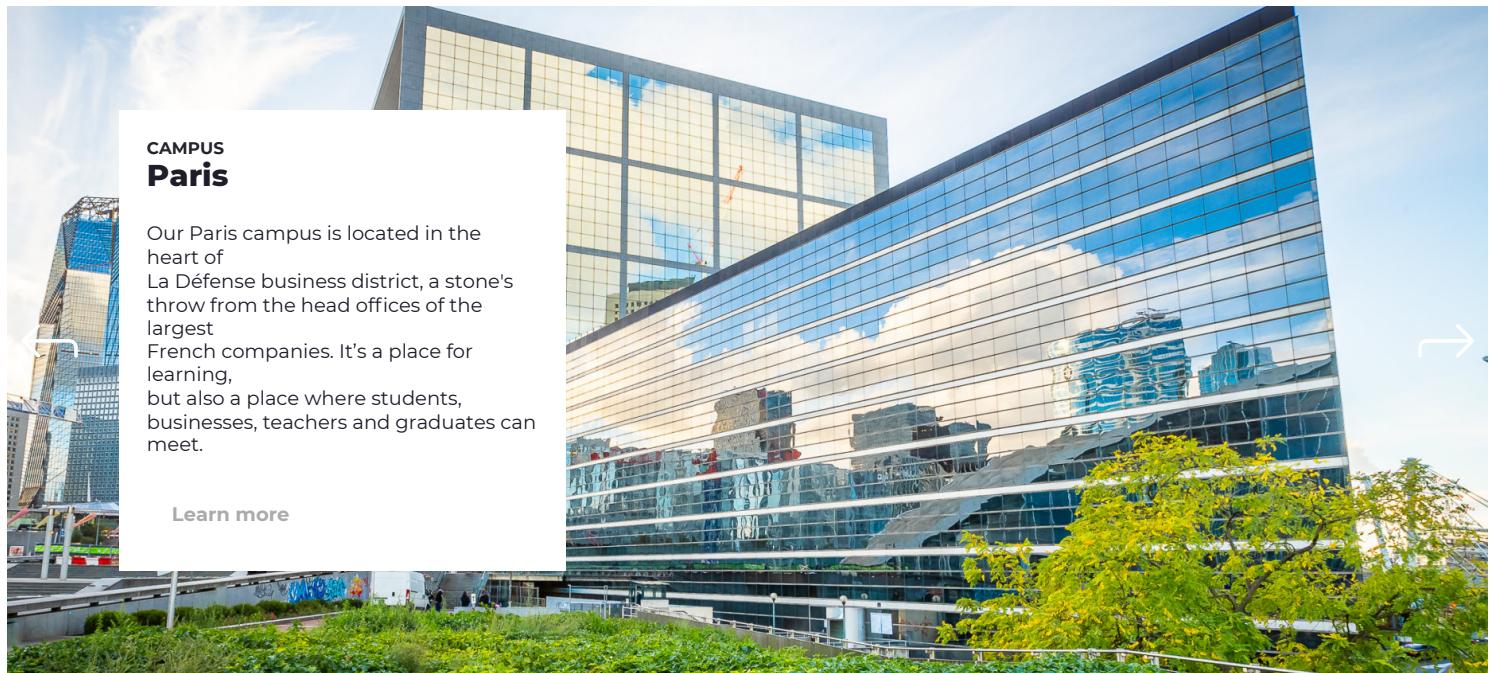
[Apprenticeships](#) will also allow you to be **entirely waived of your tuition fees**. The host company pays you a monthly salary for the duration of the contract according to a scale based on the gross monthly minimum wage.

Finally, at ICN, nearly [150 partner companies](#) are ready to meet you during our career forums, which will open the doors to work-study opportunities with major companies.

## Modules

### First year of the program - M1



**Second year of the program - M2**

## Career opportunities

### Specific roles :

- Business engineer
- Marketing project manager
- Market manager
- Category manager
- Department head
- Department manager
- Store manager
- Key account manager

**100% of our graduates find a job within 6 months thanks to our partner companies!**

Auchan // Crédit Mutuel // Enedis // Engie // Suez // Cora // Altran // La Poste // Leroy Merlin // Heineken

## What our students think...



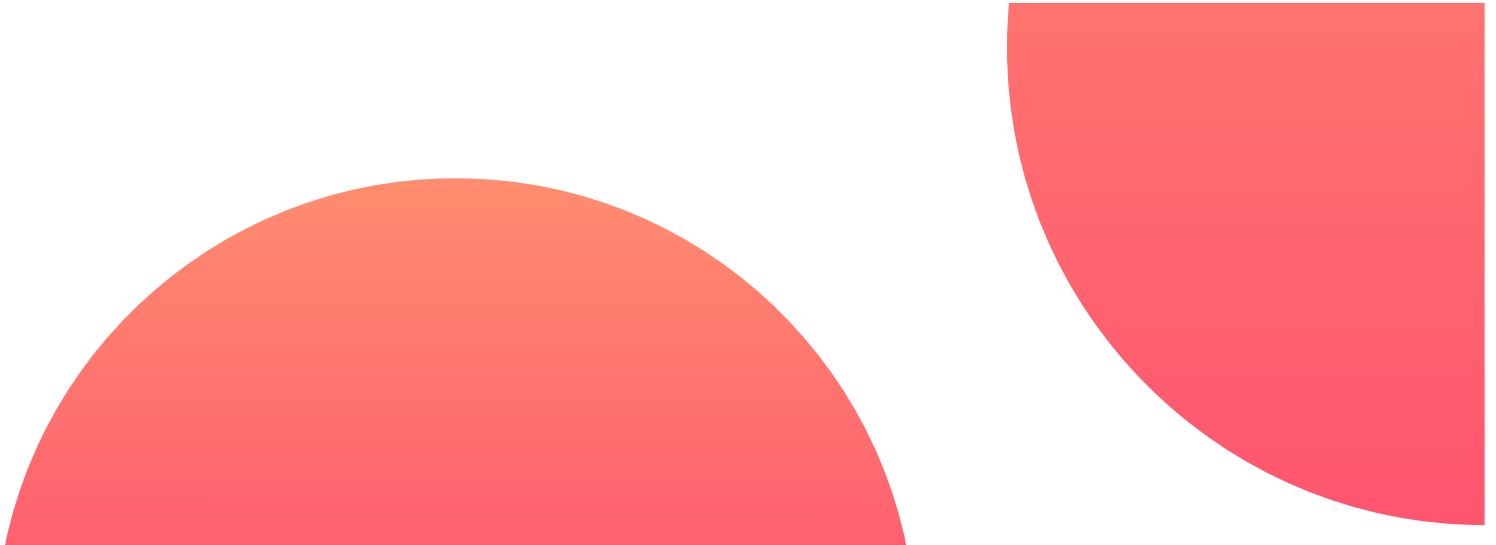
I began my career at Chanel 10 years ago and am currently Head of Transformation Retail Mode Europe. My team is in charge of

driving projects aimed at improving the operational efficiency of our retail network in the distribution network in Europe. I work with a wide range of teams and professions, and at ICN I particularly enjoyed the focus on teamwork and multi-disciplinary group projects, which enabled me to broaden my thinking. The broad choice of specialties also gave me an insight into different fields such as marketing, supply chain and distribution, all of which I find extremely useful today.

”

Adeline MONFRAY LE GUERN  
Responsable transformation Retail - Opérations & Innovation - Mode  
Europe chez CHANEL

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