

MARKETING & BRAND
MANAGEMENT

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MSc

Marketing in a complex and changing world

Marketing activities and skills need to change in step with the deep and often contradictory changes underway in our environment, including digital technology and the development of a participatory culture turning consumers into ethical consumers, a sense of belonging to several communities through affinity or emotional ties, the emergence of a trend towards a more responsible form of marketing and new forms of competition based on the creation of open ecosystems involving “business partners”.

It was with these changes in mind that we designed the MSc Marketing & Brand Management, working with a team of teacher-researchers and companies who are part of the KEDGE Business School ecosystem. The professors belong to one of Europe's best-known Research Centres, the KEDGE BS “Marketing Centre of Excellence”.

Working with businesses, they take our current state of knowledge forward in the marketing field, and involve students in their research. Companies are involved in the joint-creation of the programme at several levels: some are involved in managing the programme via the Development Committee, while others support students throughout their optional study routes thanks to “guiding light” partnerships.

They all share the same aim: to help future graduates to be at the very pinnacle of their ability and to succeed in their future careers.

Highlights

A specialised programme providing access to 80% of marketing occupations


A 3-tiered educational approach

- 1/3 teaching provided by top level academic professors
- 1/3 lectures given by experts and professionals
- 1/3 on professional experience


A “**guiding-light partnership**” for every path: Danone, Mars, Procter & Gamble, Dentsu Aegis Network, Smurfit Kappa, Hilti, Wuerth

Digital skills tracks: Adobe CC, Google Adwords & analytics, etc.


Coding Track: partnership with Le Wagon coding school

 Degree

 Campus

 Language

 Format

 Intake

MASTER OF
SCIENCE

MARSEILLE,
BORDEAUX

ENGLISH

FULL TIME

SEPTEMBER

CAREER IMPACT

CAREER OPPORTUNITIES

Brand manager / Customer experience manager / Product manager / Research officer / Category manager / Trade marketing manager / Project Manager / Key account manager / Business engineer / Head of development / Sales, Agency, Regional manager / Sales manager / Strategic customer manager / Sales area manager / Regional director / Sales Director / Global account manager / Business marketing manager / Business developer / Sector leader / Event project manager



€ 28 - 33,000

first job average salary



1350

graduates

FUNCTIONS

- 29%** Business Developer / Key account manager
- 24%** Product manager / Project manager
- 16%** Founder
- 12%** Communication manager
- 8%** Digital manager / Community manager / Traffic manager
- 7%** Marketing manager

SECTORS





- 34%** Communication / Event / Media
- 13%** Trade
- 13%** Sport
- 12%** Services
- 9%** Internet / E-commerce
- 7%** Consulting
- 7%** Bank / Finance / Insurance
- 5%** Other (Tourism, Industry...)

COMPANIES

Accor, Adidas AG, Chanel, Christian Dior Couture, Clarins, CMA CGM, Corio France, Danone, Décathlon Promiles SNC, Dentsu Aegis Network, Euro RSCG C&O, Eurocopter, Eurosport International SA, Eurosport SAS, FFF (French Football Federation), FFT (French Tennis Federation), FIA (International Federation of Automobiles), France Telecom, Gemalto, Generali France, Groupe Auchan, Groupe Oreca, Havas Média France, High Co, Hilti, Le Coq Sportif, Lectra, Ligue Nationale de Rugby, L'Oréal, Nike France, Numericable, Olympique de Marseille, PMU, Procter & Gamble, Publicis Dialog, Puma France SAS, RMC, Rolex France SAS, RTL Groupe, Safim, Shark, Smurfit Kappa, Société Générale, Toyota France, UEFA, Universal Music France, Wuerth

CURRICULUM

Pathway course

 ACCESS	 DURATION	 CAMPUS	 FORMAT
Bachelor's degree - 3 years	2 academic semesters	Marseille, Bordeaux, Paris	Full time

SEMESTER 1

Management skills

- Introduction to business management (Fast Track for Non-Managers)
- Fundamental classes in management
- Project management
- Performance management
- Soft Skills & personal development
- Management toolbox (crossknowledge)
- E-learning track of your choice
 - Human resources
 - Finance management
 - Complexity management
- Languages : English / French as a foreign language

Expert skills

Marketing :

- Marketing / consumption
- Innovation
- Maker

SEMESTER 2

Innovative entrepreneur skills

- Design thinking
- Entrepreneurship
- Business model innovation
- Innovation financing
- Management of innovative organisations


Corporate Project


It's a 5 month consultancy assignment on a real and current business issue of a company. Corporate Projects enable participants to gain valuable hands-on experience of business conduct and strategy and deal with the practical complexities of decision making processes. Students are guided by their KEDGE tutor throughout the project. The assignment is done in groups of 4 to 5 students. Combination of collective and individual work. Final presentation in front of the corporate and KEDGE tutors.


INTERNSHIP IN FRANCE OR ABROAD



Specialisation course

 ACCESS

 DURATION

 CAMPUS

 FORMAT

International
Bachelor's degree - 4
years

3 academic semesters

Marseille, Bordeaux

Full time

CURRICULUM

COMMON CORE

- Culture consumption and marketing
- Business analytics
- Brand management
- Digital marketing
- Sustainable marketing
- BtoB marketing

SPECIALISATION PATHS

BRAND MANAGEMENT - Campus of Marseille

- Experiential branding & consumption
- Product manager
- Marketing of services
- Communication 360
- Key account management
- Marketing decision making

SALES LEADERSHIP & NEGOTIATION IN BTOB - Campus of Bordeaux

- Selling products and solutions
- Global strategic customer management
- Sales force management
- Social selling
- Negotiation
- Salesforce software training
- Specific BtoB relationships: retail
- Specific BtoB relationships: SMEs
- BtoB digital transformation
- Financial impact of negotiation
- Legal context in BtoB relationships

6-MONTHS INTERNSHIP ABROAD OR IN FRANCE

RESEARCH PAPER/THESIS



AUORE BALLARIN

Trade Marketing and
Category Management
Manager at OGEU
GROUP – Class 2010

This MSc programme
offers both lectures on the
fundamentals of

marketing, and real study cases where you learn how to structure your communication and sell products or solutions effectively (covering topics such as brief writing, tender responses, identifying and assessing customer issues, events organisation, etc.). There are also master classes given by practising professionals, which enable students to develop a real and objective view of business realities, whether on the agency or the advertiser's side. Finally, personalised coaching sessions enable students to enhance their employability, covering topics such as CV drafting with mentoring support from former graduates, individual and group interviews, identifying personal strengths and areas for improvement.

Specialisation paths

With the MSc Marketing & Brand Management programme, students benefit from a dual approach.

First, they benefit from a comprehensive and innovative exploration of the marketing function, extending to topics such as cultural perspectives of consumption or new strategies for promoting brand ubiquity.

Secondly, they can choose between 2 specialisation paths: Brand Management and Sales leadership & negotiation in BtoB.

A company will follow the students throughout conferences, job dating, case studies, workshops, applied research problems, etc. in order to acquire a real professional experience.

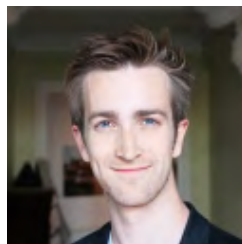
BRAND MANAGEMENT

This specialised teaching path prepares students for marketing positions aimed at creating strong brand identities: branding strategies, customer experience and engagement, cultural perspectives of consumption.

SALES LEADERSHIP & NEGOTIATION IN BTOB

This specialisation aims to train future executives able to take over operational responsibilities in BtoB within a local or international scope.

Students will develop their skills to manage complex negotiations/ selling jobs and business customer relationships (industries, services and retailers).

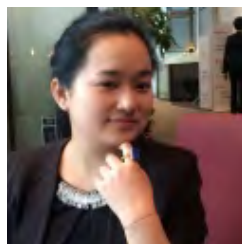


EMILIEN NIZON

Chief Product Officer at Le Petit Martin – Class 2012

My year with the MSc programme proved decisive

as it acted as a bridge between my academic training and my professional career. I was able to secure a permanent employment before actually graduating, which was a tremendous help. The Product Manager plays a critical role in a digital business: you have to be both creative, in order to design unique experiences for users, and data-driven to be able to measure the impact of actions taken. The MSc Marketing & Brand Management programme was definitely the best option for me.



MENGJIE QIN

China region distribution manager, JOG Swimwear, Class 2014

The MSc Marketing &

Brand Management allowed me to develop great creativity, a product sensibility and solid technical foundation in marketing, communication and management on the international scope. I am today the China distribution area manager for the company JOG Swimwear. I am in charge of developing the Chinese market and I am working closely with 5 -star spa managers to develop partnerships. My integration into working life has been greatly facilitated by the professional dimension of the MSc. I keep excellent memories of my life in the Marseille campus and I'm still in touch with my school mates.

Admission and funding

ONLINE APPLICATION

Please apply online on join.kedge.edu
We will get back to you within 15 working days

MANDATORY DOCUMENTS

- Academic records & CV
- Scanned copy of your passport
- Highest degree certification
- Certificate of achievement or transcript of your current studies
- Level of English required for admission to specialisation course: TOEIC 780 / IELTS 6 / IBT 85 (Applicants with at least one year of study or professional experience in an English-speaking country are exempt). Providing a score of English is not mandatory to apply for the MSc pathway course.
- €120 of application fee to pay online

SKYPE INTERVIEW

This interview will be accessible to eligible candidates only, and is composed of two parts: the first part consists of a short written work, which can take different forms: an open question, a text analysis, a case study ... and the second part, a 30 minute Skype interview with a representative of the program. As a job interview, it aims to understand the candidate's motivations, their knowledge of the program and to judge the adequacy between their professional project and the program topics.

IMPORTANT: we recommend that you apply as soon as possible to ensure that you are able to apply for your visa on time.

ACCESS

International
Bachelor's
degree - 4
years



Specialisation course

€15 000 - 3 academic semesters



Master of
Science

Bachelor's
degree - 3
years



Pathway course

€8 500 - 2 academic
semesters



Specialisation
course

€15 000 - 3 academic
semesters



Master of
Science

SCHOLARSHIPS

At KEDGE, we strongly believe that students shouldn't abandon their education projects because of funding problems. This is why we have launched a financial support plan aimed specifically at helping international students:

- Students applying before the 28 February 2019 will automatically be granted an Early Bird discount of 10%.
- We also offer a range of cumulative scholarships based on the candidate's academic level in order to support the high-profile candidates: Achievement scholarship (15%) and Academic Excellence (20%).



KEDGE KEY FIGURES

- **12,500** students (of whom 23% are international)
- **60,000** alumni
- **7 campuses:** Bordeaux, Marseille, Paris, Toulon, Suzhou, Shanghai and Dakar
- **291** international partners (60% with at least AACSB, EQUIS or AMBA accreditation)
- **183** permanent teaching staff, of whom 44% are international
- **1st** French Management Research School (L'Etudiant 2017)

START U UP*

*(Become an expert and enhance your employability)

CONTACTS

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KEDGE Business School is one of only 1% of Business Schools in the world to hold the Triple Crown.

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