



# MSc Marketing Management

*Grenoble - Berlin*

**THE ROLE OF MARKETING AS A DRIVER OF COMPETITIVE ADVANTAGE IS GROWING – AND SO IS THE NEED FOR EXPERIENCED MARKETING MANAGERS WORKING IN FAST-PACED INTERNATIONAL ENVIRONMENTS.**

**Our Mission:** To prepare students for a wide range of operational marketing roles and contribute to sustainable performance in the global marketplace by providing an excellent understanding of the operational impact of marketing decisions on corporate performance.

START DATE	DURATION	TUITION FEES	ADMISSIONS
September	2 years: • 7 months on campus + 4-6 months internship (year 1) • 4 months on campus + 4-6 months internship (year 2)	€ 12,500 per year (Grenoble) For Berlin campus, please consult our website.	Tel.: +33 4 56 80 66 50 admissions@grenoble-em.com

**GEM Ranked  
28th**

In the Financial Times  
European Business  
Schools 2020  
Ranking

**3rd**

In France in the  
Eduniversal  
Business School  
2020 Ranking

**MSc Marketing  
20th**

In the QS 2021  
Global Rankings

**15th**

In France EdUniversal  
Classement Masters  
MS MBA 2021

## Benefits

- Acquire the **critical thinking and analytical skills** to make sound operational marketing decisions at a managerial level.
- Gain the skills and knowledge needed to support marketing activity in an **international environment**.
- Learn from **experienced marketing professionals and academic experts** alike.
- Enhance **soft skills** such as presentation techniques and intercultural communication - indispensable assets for effective management in multicultural environments.
- Network with top companies to explore new **career opportunities**.
- Earn your degree from a **triple-accredited institution**.

## Digital Focus

A marketing career is now deeply linked to competencies in the digital arena. 25% of the course is devoted to developing a full understanding of each area and learning how to integrate them seamlessly into your marketing planning and customer relationships.

## Faculty

Classes are taught by GEM faculty, local faculty, visiting professors from top universities worldwide, and top business professionals. Most of the permanent faculty are engaged in applied research, with teaching linking theory to practice through business cases. Their diverse

cultural and international background lends a strong international dimension to the program.

## Integrative Marketing Case Study

Using an existing business, the **Live Business Case** will provide the students with the opportunity to reflect on and integrate all aspects of the taught program. Students will analyze a specific marketing problem in the company and use their skills and knowledge to contextualize issues and propose solutions. This takes place in small groups and in a limited time. Assessment for the case study will be based on a group assignment with a group presentation to the Company.

## Foreign Languages

Learning a foreign language is required. It is an integral part of the MSc Marketing in order to graduate. Non-French speakers have the option of studying French. French speakers may choose from a number of other languages at beginner level.

## Exchange semester

The international exchange option is one of the four international opportunities offered to Marketing students during the two-year program. Grenoble EM is able to offer exchange options from its prestigious network of partner institutions. The full one semester exchange is situated during the autumn semester of year two. Students who successfully complete year one will be eligible to apply for this exchange.

## PROGRAM\*

\* Program content subject to change

### YEAR 1 - Core Courses

#### Fall Semester

##### Essential Business Skills

- Strategic Management
- Project Management
- Business Research
- Accounting
- Corporate Finance
- Foreign language

##### Specialization

- Strategic Marketing and Marketing Planning
- Marketing Psychology and Consumer Behaviour

#### Spring Semester

##### Professional Development Skills

- International Negotiations
- Sustainability in the Business Environment
- Reflexivity & Professional Development
- Foreign language

##### Specialization

- Pricing policy
- Brand Management and Product Development (Study trip)
- Innovation through Design OR Creative Thinking

#### Individual tracks

Students choose one of the following:

##### Professional track

- Four to six months internship or full-time employment, anywhere in the world

##### Professional Certificate Track

- Students choose from a number of professional online certificates

### YEAR 2 - Specialization

#### Fall Semester

##### Specialization

- Marketing Research
- Digital Marketing 1: Strategy, Planning & Channels
- Digital Marketing 2: Analytics
- Customer Relationship Management
- Integrative Case Study
- Digital Marketing 3: Content Marketing
- Webdesign
- Foreign language

#### Spring Semester

- Final Dissertation
- Responsible Leadership & Future Organisations

Students choose one of the following:

##### Professional track

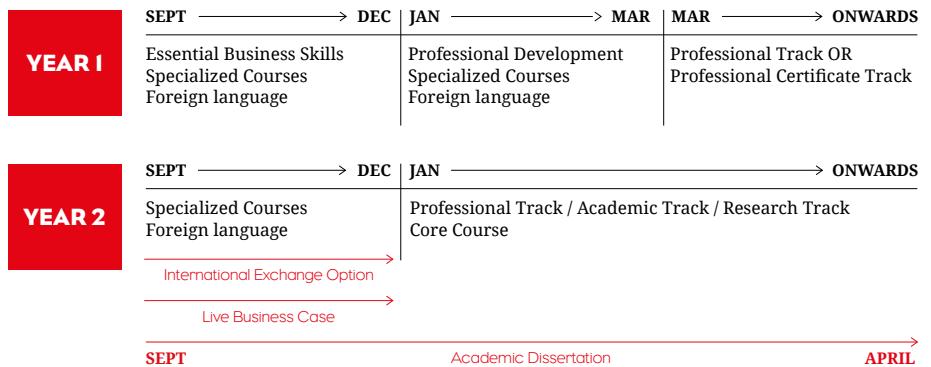
- Four to six months internship or full-time employment, anywhere in the world

##### Research Track

- Research Project

##### Academic Track

- Online certificate course



“After my bachelor in Italy, I knew I wanted to pursue a career in Marketing, but I wanted to be exposed to a more international environment. Therefore, I chose MSc Marketing at GEM where I had the chance to interact and work with 13 different nationalities in a small class size. Passionate about sports since young age, I am now working in Marketing at Nike, where I can leverage every day the communication and interpersonal skills I developed at GEM thanks to its international approach.”

- **Pietro Cantanna**  
**Sports Marketing Specialist at Nike**

### Skills acquired

Upon completion of this program, you will be able to:

- Design and manage diverse teams within a global environment.
- Demonstrate a high-level of critical analysis of organizational, economic and geopolitical challenges.
- Fully assess the ethical, environmental impact of decisions and actions.
- Understand the key challenges and functions of different departments and services.
- Generate innovative and adaptable ideas and solutions to overcome changing environments.
- Work efficiently in a technology focused environment.
- Demonstrate an in-depth comprehension of the key present and future challenges within the context of your chosen specialization.

### Academic dissertation

The academic dissertation asks students to understand and analyze a key business or managerial issue. Working with their tutor, students then identify an area that requires further exploration and a methodology for filling that knowledge gap. Students will undertake original

research to fill the pre-defined gap before writing up their findings and considering their personal contribution to the chosen research domain.

### Pedagogy

A full two-year program with more than 400 hours of taught classes. Students typically have 12-15 hours class time per week supplemented by around 30 hours group work and private study. The MSc offers up to 12 months' work experience and 4 distinct international study / work opportunities. An academic dissertation enables deep and insightful analysis of one of key issues or challenges faced by organizations today.

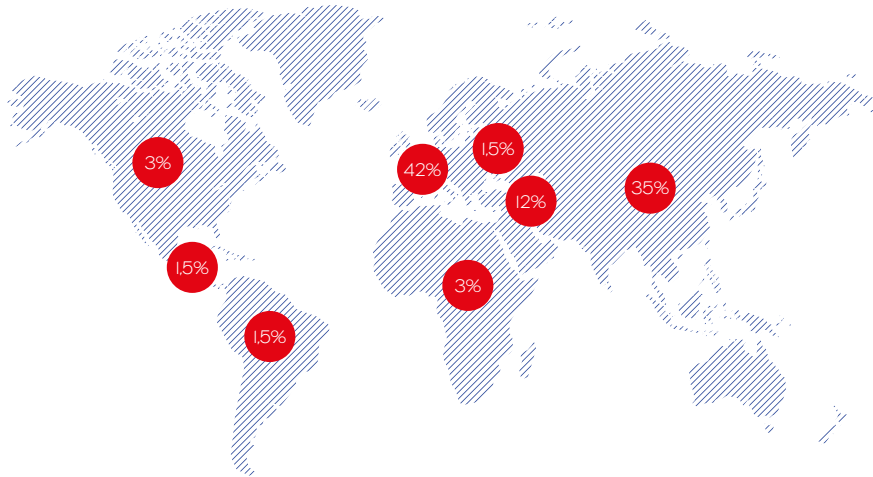
### Evaluation

The validation of skills and competences is acquired through continuous assessment, assignments, exams, and professional experience. Both written and oral communication skills are fully assessed throughout the program. In addition, to graduate, students will have to complete a 4-6 month international experience during their studies.

## CLASS PROFILE

September 2020 intake

### Geographical origin percentage



### Diversity and Excellence

<b>15</b>	Countries represented
<b>60</b>	Students enrolled
<b>40</b>	Female
<b>20</b>	Male
<b>23</b>	Average Age
<b>01</b>	Year average work experience
<b>14</b>	Participants who have lived or worked outside their home country

## CAREER STATS

based on 2020 graduates who were employed at the time of the survey



**85%** Found employment within 4 months



**29%** Work in France



**71%** Work internationally



**40%** Work in companies with over 5000 employees



**34k€** Average annual salary



Top sectors  
**Media/Entertainment**  
**Consumer products**  
**Technology**

### Top Employers

- Accor Hotels • Amazon
- Cartier • Danone
- Google • Henkel
- Huawei • L'Oréal
- McKinsey • Microsoft
- Monoprix • Nestlé
- Pepsico • PwC
- Philip Morris
- Philips • Procter & Gamble
- Renault • Spartoo
- Schneider Electric
- Valeo • Volvo Group
- Unilever

## STUDENT SERVICES & ASSOCIATIONS

### Integration Service [LEARN MORE: GRENOBLE CAMPUS](#)

Grenoble Ecole de Management has a student integration team to help with any questions related to moving to France.

### Associations

GEM counts 22 student associations that organize over 700 events every year, including Altigliss that organizes the student ski and snowboard world cup and ImpAct works to promote sustainable development. Participating in activities is a great way to integrate into French student life and learn French.

### Career Services & Coach centre [LEARN MORE](#)

Students have the opportunity to attend personal and professional development workshops led by professionals, industry and subject matter experts. These will strengthen the employability profiles of graduates to help them achieve their career goals. Students will also have access to individual counselling sessions, interaction with corporate partners and online resources with jobs and internship opportunities as well as access to specific in house sectorial career focused communities.

## GEM QUICK FACTS

**1%** Triple-accredited:  
Among the top  
of business schools  
worldwide holding this distinction



International faculty comprising  
reputable academics and leading  
corporate professionals

Dedicated career center  
with over

**27 000**

online job and internship  
offers per year

**1<sup>st</sup>** French Business School  
to become a  
"Société à mission"\*

\*French equivalent to a  
Benefit Corporation"

Over

**7 000**

students from more than

**130** nationalities

**125** international  
partner  
institutions

(alliances, student and faculty  
exchanges, research...)

Vast network of more than

**40 500**

alumni holding positions  
of responsibility



### A word from the program director

"A great deal of Marketing activities has changed since the dawn of the Internet and the rise of digitalization of business. Today, having a strong in-store or mass media presence is no more a requisite to be a successful brand. Our MSc program is built to teach you the competencies needed to launch a successful global career in this rapidly changing and demanding environment.

With our team of Professors (both international academics and professional experts) and with the participation of leading companies and alumni (experts in their business), we will help you to develop your skills across a wide scope of Marketing and Business related topics."

- **Laurie Balbo**

## ADMISSIONS

### Applicant profile

Candidates should have a Bachelor's degree in any subject. Prior work experience is not required. Students from all academic and cultural backgrounds are welcome to apply.

### Application Process

To apply for this program, candidates must complete the online application form and include scanned copies of all original supporting documents.

Admissions are rolling, though **we strongly encourage early application as programs are open to a limited number of students.** Applying early will also allow you to be considered for financial aid and scholarships.

It is possible to submit your application prior to providing us with your test results and/or your final transcripts/degree certificate. From the moment you submit an application you will receive a response within 3-4 weeks.

### Checklist

- Bachelor-level undergraduate degree in any subject with good grade average.
- Proof of fluency in English:
  - TOEFL IBT: 90 (minimum of 21 in all bands). TOEFL Institution code: 8973
  - IELTS Academic/IELTS Indicator: 6.5 (minimum of 6.0 in all bands)
  - Cambridge English (Proficiency/Advanced/Business Higher) level C1: Grade A,B or C
  - Pearson Test of English Academic (PTE-A) Online/Offline: 63 (minimum of 59 in all bands)
  - Duolingo English Test: 110 (minimum of 90 in all bands)
  - English test waiver may be granted if Bachelor's degree was fully taught through the medium of English (official proof required)
  - Not accepted: TOEIC, Institutional/ITP TOEFL
- 2 academic/professional references
- Administrative documents (degree certificates, CV, passport)
- 3 short essays (relating to your academic/professional experience, your reasons for choosing this program and your intercultural awareness)

## APPLY NOW!

Please consult our website for full  
admissions criteria

[en.grenoble-em.com/](http://en.grenoble-em.com/)

[msc-marketing-management](http://msc-marketing-management)

Feel free to contact us with any  
questions:

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MANAGEMENT**

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