



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.

DURATION

1 full-time academic year on campus + Final Management Project (can be completed while working)

START DATE

September

TO APPLY

en.grenoble-em.com/msc-mktg

TUITION FEES

€ 19,450
Valid for the Grenoble campus for September, 2020.
For offsite campuses, please consult our website.

INTEGRATION

Students will be advised about visa requirements, accommodation and orientation.

ADMISSIONS

Tel.: +33 4 56 80 66 50
admissions@grenoble-em.com

GEM Ranked

25th

In the Financial Times European Business Schools 2019 Ranking

77%

of graduates hold jobs with international projects *

62%

work internationally *

90%

of graduates employed with 4 months of graduating *

* MSc Marketing - class of 2018

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**.

Program Structure

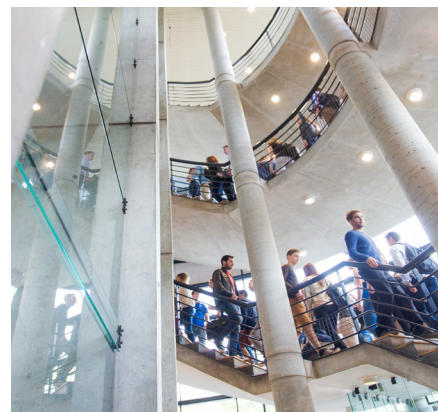
This is a two-year program. The program begins in September and requires full attendance for one academic year (September-June) followed by a Final Management Project on a Marketing-related subject of the student's choice. The Final Management Project may be completed in parallel with a full-time internship or employment.

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.



PROGRAM*

YEAR 1

Digital Marketing

- Fundamentals of Digital: Strategy, Planning, and Channels
- Digital Analytics
- Content Marketing

Strategic Management

- Strategic Marketing and Planning
- Marketing Psychology and Consumer Behavior
- Brand Management and Product Development
- Managing Marketing
- Qualitative and Quantitative Market Research

Marketing Management

- Innovation Through Design
- Marketing Metrics and Pricing Policy
- Customer Relationship Management
- Project Management

Core Business Skills

- Corporate Finance
- Accounting
- Intercultural Management
- International Negotiations

YEAR 2

Final Management Project

The second year of the program is dedicated to the Final Management Project conducted under the supervision of a tutor. This is an applied or theoretical research project that can be completed at a distance and in parallel with full-time employment or an approved internship. Students are encouraged to choose a subject related to their future career.

*Program content subject to change



"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,
MSc Marketing 2017 Graduate,
Sports Marketing Specialist at Nike

PROFESSIONAL DEVELOPMENT

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.

Personal and Professional Development Workshops

In addition to the core courses, 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.

Foreign Languages

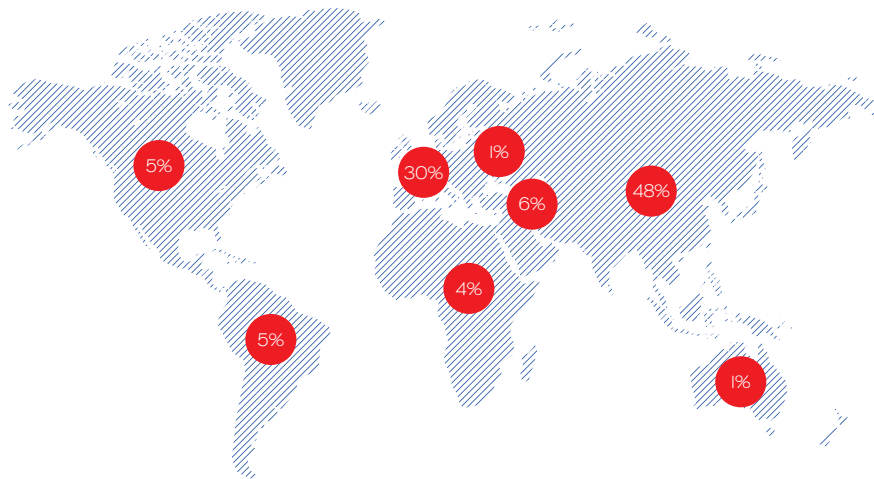
Learning a foreign language is a recommended program option for all students who are looking to work internationally. Non-French speakers have the option of studying French (beginner to advanced level), a recommended option for students looking to work in France following their studies. French speakers may choose from a number of other languages at beginner level.



CLASS PROFILE

September 2019 intake

Geographical origin percentage

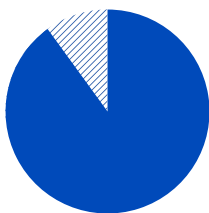


Diversity and Excellence

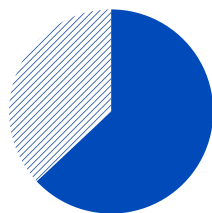
19	Countries represented
73	Students enrolled
46	Female
27	Male
24	Average Age
01	Year average work experience
11	Participants who have lived or worked outside their home country

CAREER STATS

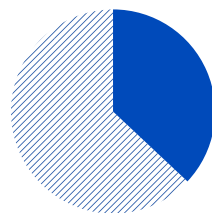
based on 2018 graduates who were employed at the time of the survey



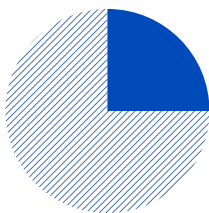
90% Found employment within 4 months



38% Work in France



62% Work internationally



47% Work in companies with over 5000 employees



40k€ Average salary (with bonus)



Top sectors of activity
Consumer Products
Consulting
Technology

Top Employers

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

GEM MSc Marketing Management Student Profile

This program is suitable for graduates from a wide range of disciplines. Prospective students should have excellent written and oral communication skills, strong interpersonal skills, and the motivation to pursue an international career. Experienced managers already working in marketing positions will also benefit from this program by acquiring a formal qualification and training in the theory and concepts needed to advance their marketing careers.





A world of the program director: "The courses in this curriculum will equip you to take your current interest in Marketing to the level of competence needed to help you launch a successful global career in this rapidly changing and demanding profession! With our faculty of international marketers, business executives and academics and with participation from leading companies who are experts in best practices for marketing and managing, you will develop your skills across a wide scope of marketing and business-related topics. We look forward to welcoming you to this challenging and rewarding program." - **Jovana Stanisljevic**

ADMISSIONS

Prerequisites

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

Application process

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.

From the moment you submit an application you will receive a response within 2-3 weeks.

Checklist

- Bachelor-level undergraduate degree in any subject with good grade average.
- Fluency in English (see website for criteria)
- 3 motivational essays
- 2 academic references
- Administrative documents (degree certificates, CV, passport)

Please consult our website for full admissions criteria

APPLY NOW

<https://en.grenoble-em.com/msc-mktg>

Feel free to contact us with any questions:
admissions@grenoble-em.com

GEM QUICK FACTS

Triple-accredited:
Among the top

1%

of business schools worldwide holding this distinction



International faculty comprising reputable academics and leading corporate professionals

Dedicated career center with over

14800

online job and internship offers per year

Over

8000

students from more than

159

nationalities

125

international partner institutions (alliances, student and faculty exchanges, research...)

Vast network of more than

35000

alumni holding positions of responsibility



**GRENOBLE
ECOLE DE
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

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