



# MSc INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

Programme taught in English at the Lille, Paris and Sophia Antipolis campuses

Accredited by the Conférence des Grandes Ecoles

**INTAKES:** January and September

## *Broad strategic insight and the skills to develop new business opportunities*

### CAREER OPPORTUNITIES

By providing a well-rounded profile and a touch of differentiation, the MSc in International Marketing and Business Development opens the door to a range of careers in marketing, sales and business development: trend agencies, marketing research, communication and event agencies, marketing, brand or product managers, trade marketing, category managers, sales and business development, key account managers or purchasing. With this MSc, our graduates stand out in the job market with a double competence in both marketing and business development. They are trained to work in an environment with a strong international dimension.

Students have found jobs in a variety of areas: consumer goods (Procter & Gamble, Danone, Mondelez/Kraft, l'Oréal, Red Bull, Campari), hi-tech (Microsoft, Philips, Samsung, Cisco Systems), digital (Google, Facebook), retail (Carrefour, Auchan, Leroy Merlin), B2B (Mane, Virbac, Hilti, Xerox), brand agencies & consulting (Frost & Sullivan, The Brand Nation).

### PROGRAMME OUTLINE

This MSc provides training to acquire the six core competencies currently expected by the labour market for professionals of marketing or business development: innovation & creativity, marketing intelligence, market research, strategic marketing, application of operational marketing, and sales & business development.

Students will be able to customise their course of study by choosing the specialisations of their campus. The Lille campus offers a specialisation in Retail and Digital Marketing Management, the Paris campus specialises in Brand Strategy and Communication and on the Sophia Antipolis campus the focus is on Entrepreneurship and Innovation.

The programme balances academic input and practical application, reaching out to companies through projects, testimonials, case studies and challenges.

### WHY CHOOSE THIS PROGRAMME

- ▶ This programme challenges students with new ideas while making application a watchword, thus preparing them to survive in the fast-moving global knowledge economy.
- ▶ This programme was designed to meet the changing needs of business and provide differentiated expertise through the complementary marketing and business development skills.

- ▶ Through campus specialisations, projects and the internship, students are able to add a touch of differentiation.
- ▶ The teaching focuses on the practical application of acquired knowledge and meetings with experienced professionals.
- ▶ The programme has strong links with companies who are keen to recruit good candidates able to combine sound marketing analysis with an interest for sales and business development and an awareness of strategic issues.

### IN-COMPANY PROJECTS AND ASSIGNMENTS

Students and faculty work with companies to get close to market realities. Recent projects include: new services development at Monaco Telecom; exploring new on-board services for the airline industry with Thales; employer branding with Hilti; direct marketing campaigns for Micromania with La Poste... Companies contribute regularly to courses (Cisco Systems, Procter & Gamble, IBM, Valeo...) thus providing a strong sense of operational realism and insight into their own business. Students are encouraged to take part in company challenges (Auchan, l'Oréal...).

### PARTNER COMPANIES

Procter & Gamble, Danone, Auchan, Ferrero, Unilever, Décathlon, ECS, Pepsico, Mondelez/ Kraft, Valéo, Thales, Microsoft, UPS, Leroy Merlin, Caisse d'Epargne, Frost & Sullivan, Monaco Telecom, Philips, CiscoSystems, La Poste, BNP Paribas, Mars.

### Smrithi Nagabhushan, MSc International Marketing & Business Development 2014-15, from India

“ Learning took place in classroom lectures as well as real life business situational tasks which uncovered our entrepreneurial and managerial skills.

The programme director, along with other professors, transformed students into professional marketers, business negotiators and entrepreneurs who have the ability to take business to add value to any organisation.

My journey has taught me that choosing SKEMA and France is clearly the best decision I have made. A diverse classroom where Europeans, Asians and Americans work together creates the best preparation for the future.

The course has taught me much more than just marketing and has helped me secure an internship in digital marketing in GE Healthcare in Paris.”

### ADMISSION CONTACTS

#### FRENCH STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988  
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#### INTERNATIONAL STUDENTS

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**Mehdi Bargach, MSc International Marketing & Business Development 2013-14, from Morocco**



Doing this MSc has been a wonderful experience. I've learned a lot through very interesting projects. My best memory was presenting a luxury bakery project in front of a key account manager from P&G.

By choosing this MSc at SKEMA Business School in Paris, I've had a great number of professional opportunities on graduating.

I am now a trainee in one of the largest French media groups (Lagardère), working in customer relationship management for the famous magazine Paris Match.

The MSc International Marketing & Business Development is very well adapted to the job market. All the projects I participated in were really close to the reality of day-to-day working. I can now use all this knowledge in my everyday work. Again, SKEMA Business School is confirmed to be the right choice, the right decision."

**Maria Benedicto Ibanez, MSc International Marketing & Business Development 2013-14, from Spain**



Doing this master at SKEMA helped me consolidate the marketing classes taken during my bachelor degree in management as well as to see more practical cases and exercises. I liked the combination of both marketing and international business courses.

I found most interesting the business and sales games we did during both semesters, as well as the simulation of job interview, where we were given very useful feedback. All this added something different to this MSc and prepared us for our professional lives.

Now I am working in an international team at the multinational market research company GfK. I'm seeing first-hand what we were taught in one of my preferred classes of the master, market research."

**SKEMA MSc EMPLOYMENT RATE:**

- ▶ Rate of recruitment six months after graduation for this MSc: 100%
- ▶ Average salary: €44,485

Source: SKEMA Career Center 2015 employment survey

**PROGRAMME DIRECTORS**

Lille: Anke Middlemann

Paris: Aurélie Dehling

Sophia Antipolis: Peter Spier

**PROGRAMME STRUCTURE**

	Credits
<b>SIX CORE-COMPETENCY COURSES</b>	<b>30</b>
Innovation & Creativity	5
Marketing Intelligence	5
Marketing Research	5
Strategic Brand Management	5
Operational Marketing	5
Sales & Business Development	5
<b>FIVE SKEMA COURSES</b>	<b>14</b>
Globalisation	3
Advanced Strategy	3
Managing in an International Environment	3
Professional & Personal Development	2
Research & Critical Thinking	3
<b>SPECIALISATION COURSES AND CAMPUS</b>	<b>16</b>
Lille	
Retail: Distribution Strategy, Purchasing, Category Management	8
Digital Marketing Management: E-commerce, E-reputation, E-CRM & Community Management	8
Paris	
Brand Strategy: Digital Branding, BtoB Branding, Brand Metrics	8
Communication: Strategic Planning, Media Planning, Graphic design tools (Photoshop, FinalCut, InDesign)	8
Sophia Antipolis	
Entrepreneurship: From Idea to Market; Lean Analytics; Branding for Start-ups; (Making the) Perfect Pitch	8
Innovation: Designing New Products, Services and Experiences; <b>NEW</b> Social Trends, Technologies, Business Models	8
<b>DISSERTATION</b>	<b>30</b>
<b>TOTAL</b>	<b>90</b>

These details are for information only and may be changed by the school without prior notice.

**TUITION FEES**

€16,500