



MASTER OF SCIENCE International Marketing

(Master's level)



ESCE at a glance

Since 1968, ESCE's mission has been to prepare managers who are specialized in the international development of businesses in a complex and changing world, while respecting and promoting ethics, diversity and cultures. CSR, openness, commitment, a sense of responsibility and sustainability are at the heart of our values.

Recognized for pedagogical and academic quality :

- Conférence des Grandes Écoles (CGE) accredited
- QS stars : 4 stars rated
- EFMD accredited
- Member of UGEI
- Distinguished with the label « Bienvenue en France » for the quality of welcome offered to international students
- Member of the ERASMUS/ Socrates program of the European Commission



13000
alumni
network

90%
of alumni work in
international
positions

2500
students
representing
80 nationalities

Faculty
25
countries

PROGRAM OBJECTIVES

Professional skills

- Gain a deep understanding and command of the latest developments in digital marketing, communication, and marketing strategy.
- Master new forms of marketing linked to digital technologies in a dynamic international business environment
- Learn the fundamentals of Customer eXperience (CX) to design, build and implement high-quality strategies to create unbreakable bonds with global customers.
- Master smart retailing and omnichannel distribution tools in a globalising world
- Provide readily implementable business decisions to hands-on issues and real-life business cases
- Develop skills for change, decision-making, adaptation, and sustainability in a dynamic international business environment

Soft skills

In order to develop managerial skills in a corporate environment and enhance employability, the « Leadership and Development of Soft Skills » program provides personalized coaching and support.

Students are accompanied using an approach that promotes sustainable human development.

A soft skills referential has been elaborated based on the expectations of international organizations.

Students follow a program in several phases :

- Self-evaluation
- Coaching to improve specific skills
- Review and formulation of a personal development plan.



« Driven by the Internet of Things, new technologies are revolutionizing the role and functions of marketing as well as reinventing the ways of doing business around the world. In this “hyperconnected” context, businesses with a global ambition are actively looking for internationally-minded marketing professionals.

Focusing on global marketing strategies, analytics, smart retailing, consumer behaviour and international market research, ESCE's MSc in International Marketing will provide you with the skills for a brilliant career in this growing and fast-paced sector. »

Dr Mehdi EL ABED

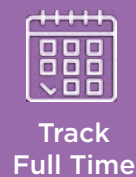
Professor of marketing, ESCE

MSc Coordinator

Research areas : Digital Marketing, smart retailing, global marketing strategies



YOUR PATH TO INTERNATIONAL MARKETING



MSc Core factors

Professional skills

- Innovation and business intelligence
- Strategic brand management
- Marketing and communication in a digital world
- Growth hacking and marketing data analytics
- SEO and social media algorithms
- CRM and agile management
- International project management
- Doing business in international environment

Soft skills

- Soft skills development & assessment
- Soft skills re-enforcement
- International employment checklist
- Behaving Ethically, Promoting sustainability & Fostering an inclusive environment
- Leadership and Team development

Language skills

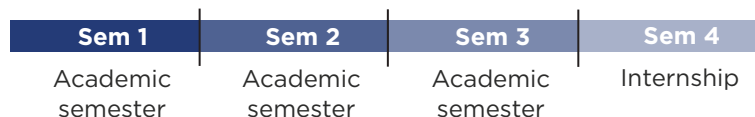
- Communicating in Today's Business World
- Optional : an additional foreign language

MSc in 2 years

(MSc 1 - 4 semesters)

Admission following
a 3-year degree in Business

PLANNING



MSc in 1 year

(MSc Fast Track
3 semesters)

Admission following
a 4-year degree in Business

PLANNING



CAREER OPPORTUNITIES



92%
employment
within 2
months after
graduation



65%
international
professors



40%
begin their
career abroad

Source : ESCE Alumni Survey

Program highlights

- Its business-oriented learning emphasizes the application of theory to the real world through field projects (such as the Marketing Innovation Awards), professional workshops and business games on the latest hot topics in marketing.
- The access to an entrepreneurship ecosystem through our Incub'Program : ESCE has a 200 m² incubator offering personalized follow-up and coaching for innovative project ideas.
- An innovative teaching approach with multi-mode teaching format: a unique blend of on-campus and online teaching that enables an interactive learning environment for all students.
- An international environment on the campus with students from 80 nationalities

Career prospects

- Global product marketing manager
- International sales & marketing manager
- Brand manager
- International digital marketing manager
- International marketing consultant
- Customer relationship manager
- Market analyst, strategy planner

The best recruiters of ESCE alumni

L'ORÉAL

CHANEL

BOSCH

Capgemini

pwc

EY
Building a better
working world

ChristianDior

STELLANTIS

Deloitte

BALMAIN
PARIS



« This specialization allowed me to have an international vision of marketing and to develop a practical sense of the profession. The lecturers have excellent industry experience. I made friends from all over the world and expanded my professional network. »

Humphrey BRONDY
ESCE Alumni specialized
in marketing
Founder of Humphrey.com



« The strength of this Marketing program lies in the quality and diversity of the courses taught and the constant support of internationally recognized professors through the modular student pathway. The modern content of the courses and the practical exercises offer a rapid development of key skills for an optimized introduction to the labour market.

The international dimension, which is at the heart of this specialization is reflected both in the courses taught and students studying on campus which provides an immersion into a professional environment and gives you the keys to pursue a future career abroad. »

Margaux JAN
Digital marketing assistant
in a cosmetics company

HOW TO JOIN US

Requirements

For admission to MSc in 2 years

3-year degree

For admission to MSc Fast Track

4-year degree

Required documents

- Copy of passport or ID card
- Resume or CV (English)
- Motivation letter (English)
- Academic or professional letter of recommendation
- Transcripts and/or diploma
- Proof of English language ability level

Admission process

Following evaluation of candidate applications by the view board, those declared eligible will be proposed an interview (face-to-face or online-interview) to assess whether the program corresponds to their academic and personal goals and to evaluate their motivation.

Registration Fees

MSc in 2 years : 11 700 euros* per year

MSc Fast Track : 12 450 euros*

*Annual registration fees for 2023/2024

The ESCE reserves the right to modify its registration fees each year.

An extra 490 euros to be added if you are a student living outside France and a non-EU citizen, relating to the service package for international students.



CAMPUS PARIS, LA DÉFENSE

ESCE campus is located in the center of the Esplanade de La Défense, the largest business district in France and the 4th in the world.

- A premium building entirely refurbished : 2 700 m2 of collaborative and relaxation spaces, a rooftop with trees and panoramic terraces
- An optimized student experience: connected and flexible work spaces to develop your talents individually and collectively, 400 m2 dedicated to associations, a 200 m2 incubator, relaxation areas, etc.
- La Défense, a stimulating environment : ideally located 15 minutes from the center of Paris, you will benefit from the vitality and energy of this district, a source of multiple links with the 500 companies and large international groups present on site.

PARIS

Immeuble Cœur Défense

82 Esplanade du Général de Gaulle
92400 PARIS LA DÉFENSE

www.esce.fr



CONTACT

• For French or international students living in France

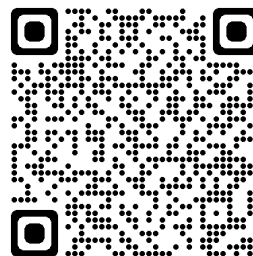
Carmen VILCHEZ

cvilchez@esce.fr

Tel : +33(0)1 55 56 36 73

or +33(0)6 70 19 34 38 (WhatsApp)

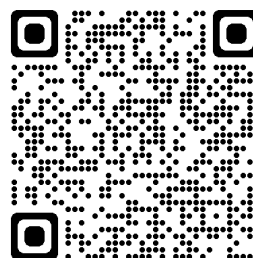
Candidates can apply with QR code



• For international students living outside of France

Internationaladmissions@omneseducation.com

International candidates can apply with
QR code



THE PROGRAMS WE OFFER :

- GRANDE ECOLE PROGRAM
- BACHELOR
- MSC
- PhD/DBA

