



MSc INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

MARKETING

INTAKES: JANUARY & SEPTEMBER



**CAMPUSES: LILLE, PARIS, SOPHIA
ANTIPOLIS (FRANCE)
BELO HORIZONTE (BRAZIL)
SUZHOU (CHINA)**

DURATION: 18 MONTHS

Broad strategic insight and the skills to develop new business opportunities

Career opportunities

By providing a well-rounded professional profile both in terms of general core marketing competencies as well as a degree of specialisation, this MSc opens the door to a range of careers in different areas of marketing, sales and business development.

Graduates of this MSc stand out in the job market because they have developed a double competence in both marketing and business development, and first-hand experience of working in very international environments and teams due to the international focus and student composition of the programme. They find jobs in a variety of businesses and positions, such as trend agencies, marketing research, communication and event agencies, marketing, brand or product management, trade marketing, category management, sales and business development, key account management or purchasing.

Programme outline

This MSc is unique, proposing a double-competency approach that speaks to the recruiters, whether in start-ups or big companies.

Training in the core must-have competencies required for future marketing or business development professionals: Brand Management - Innovation & Creativity - Strategic Marketing - Consumer Insights - International Scale-Up - Application of Operational Marketing - Sales & Business Development.

Students are further able to customise their course of study by choosing campus-specific electives, with five possible destinations:

- ▶ Lille: one of the most dynamic French regions with a strategic geographic position at the centre of western Europe
- ▶ Paris: The French capital with France's densest economic, cultural and industrial base
- ▶ Sophia Antipolis: the "French Silicon Valley" with the largest European Technopole
- ▶ Belo Horizonte: capital of the second largest state in Brazil, offering live analysis of the emerging markets business development
- ▶ Suzhou: based in Suzhou Industrial Park, a hub for new-technology development and opportunity to experience the dynamism of the growing Chinese and Asian markets.

Why choose this programme

This programme has been designed to meet the ever-changing business needs and to provide differentiated expertise through the complementary marketing and business development skills.

It challenges students with new marketing and business ideas and concepts, and encourages them to consistently apply theory to practice, equipping them for the fast-moving global knowledge economy. The local approach on the different campuses, the variety of projects and the mandatory internship enable students to specialise while simultaneously gaining an overall view of marketing and business development in international contexts.

Teaching focuses on the practical application of acquired knowledge and exchanges with experienced professionals.

Moreover, the programme maintains strong links with companies keen to recruit 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

Recent projects include: new services development at Monaco Telecom; exploring new on-board services for the airline industry with Thales; employer branding with Hilti and Gémo; direct marketing campaigns for Micromania with La Poste; working with local SMEs on developing and managing export markets internationally...

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 every year to participate in the "Challenge Auchan" and the "L'Oréal Brandstorm Challenge".

Admission contacts for French students

France: +33 (0)1 41 16 76 71
or +33 (0)3 20 21 59 25
admissionspostgraduate@skema.edu

Admission contacts for International students

France: +33 (0)3 20 21 59 69
or +33 (0)1 41 16 75 34
USA: +1 (919) 535-5701
China: +86 512 6260 2865
international.admissions@skema.edu



6

campuses on
four continents

8000
students

120+
nationalities on
SKEMA's campuses

42,000
graduates throughout the
world in 145 countries

Triple
accreditation



25th best worldwide Master in
Management (2018)

4th best worldwide MSc Financial
Markets & Investments (2018)

WWW.SKEMA.EDU

Programme structure

LILLE CAMPUS

SEMESTER 1

CORE COURSES	Credits
International Business Development	3
Employability and Career	1
Strategic Brand Management	5
Marketing Research	4
Developing New Business from Idea to Market	5
LILLE SPECIALISATION ELECTIVES (CHOOSE 4)	
Managing in International Contexts	3
Retail Strategy	3
Buying Management	3
Negotiation	3
Key Account Management	3
Category Management	3
Research Writing	3
TOTAL SEMESTER 1	30

SEMESTER 2

MANDATORY COURSES	Credits
Employability and Career	1
Understanding the Elusive Consumer	5
Product Management & Operational Marketing	4
Sales & Business Development	5
LILLE SPECIALISATION ELECTIVES (CHOOSE 5)	
Digital Growth	3
Mobile Marketing	3
Omnichannel Strategy & Digitalization of the Point of Sale	3
SEO and SEM and Content Management	3
Social Networks, Community Management & Crisis Communication Management	3
Persuasive Leadership in a Millennial World	3
Photoshop	3
User Research for Digital Products	3
TOTAL SEMESTER 2	30
Professional Thesis	30
TOTAL FULL YEAR	90

PARIS CAMPUS

SEMESTER 1

CORE COURSES	Credits
International Business Development	3
Employability and Career	1
Strategic Brand Management	5
Marketing Research	4
Developing New business from Idea to Market	5
PARIS SPECIALISATION CORE (MANDATORY)	
Integrated Marketing Communications	3
Digital Growth	3
PARIS SPECIALISATION ELECTIVES (CHOOSE 2)	
B2B Marketing	3
Persuasive Leadership in a Millennial World	3
Advertising & Media	3
Web Analytics	3
Research Writing	3
TOTAL SEMESTER 1	30

SEMESTER 2

MANDATORY COURSES	Credits
Employability and Career	1
Understanding the Elusive Consumer	5
Product Management & Operational Marketing	4
Business Development & Sales	5
PARIS SPECIALISATION CORE (MANDATORY)	
Power of Communication	3
Sustainable Marketing & Communication	3
PARIS SPECIALISATION ELECTIVES (CHOOSE 3)	
CRM	3
Perfect Pitch	3
Sales Challenge	3
Strategic Planning	3
Persuasive Leadership in a Millennial World	3
Data Analysis for Marketing	3
TOTAL SEMESTER 2	30
Professional Thesis	30
TOTAL FULL YEAR	90

SOPHIA ANTIPOLIS CAMPUS**SEMESTER 1**

CORE COURSES	Credits
International Business Development	3
Employability and Career	1
Strategic Brand Management	5
Marketing Research	4
New Business Development: From Idea to Market	5
SOPHIA A. SPECIALISATION ELECTIVES (CHOOSE 4)	
Using LEGO Serious Play to Enhance Creativity	3
Perfect Pitch	3
Pushing the Limits of Video Content	3
Finance for Marketing and New Business Development	3
Trends and Innovation in Luxury Markets	3
Creative Marketing	3
Introduction to Photoshop	3
E-commerce	3
Auchan Challenge	3
Telecom Valley Challenge	3
Company Project	3
Research Methods	3
Community Service Venture Factory	3
TOTAL SEMESTER 1	30

SEMESTER 2

MANDATORY COURSES	Credits
Employability and Career	1
Understanding the Elusive Consumer	5
Product Management & Operational Marketing	4
Business Development & Sales	5
SOPHIA A. SPECIALISATION ELECTIVES (CHOOSE 5)	
Social network Marketing	3
Using CRM with Salesforce.com	3
Digital Growth	3
Big Data and Analytics	3
Trends, Innovation and Competition in the Perfume Business	3
Transformative Innovation	3
Using SPSS	3
Issues in International Economics and Geopolitics	3
Excel for Business Developers	3
Company Project	3
Auchan Challenge	3
Using PR and Events to Develop Business	3
Community Service Venture Factory	3
TOTAL SEMESTER 2	30
Professional Thesis	30
TOTAL FULL YEAR	90

SUZHOU CAMPUS**SEMESTER 1**

CORE COURSES	Credits
International Business Development	3
Employability and Career	1
Strategic Brand Management	5
Marketing Research	4
Developing New business from Idea to Market	5
SUZHOU SPECIALISATION CORE (MANDATORY)	
Digital Marketing in China	3
Pricing Strategies for a Digital World	3
SUZHOU SPECIALISATION ELECTIVES (CHOOSE 2)	
Managing an Export Project	3
Business Negotiation	3
Research Writing	3
TOTAL SEMESTER 1	30

SEMESTER 2

MANDATORY COURSES	Credits
Employability and Career	1
Understanding the Elusive Consumer	5
Product Management & Operational Marketing	4
Business Development & Sales	5
SUZHOU SPECIALISATION CORE (MANDATORY)	
Managing Social Networks, Communities and Crisis Communication	3
Digital Growth	3
Mobile Marketing and Communication	3
SUZHOU SPECIALISATION ELECTIVES (CHOOSE 2)	
Persuasive Communication in a Digital World	3
Graphic Design	3
Perfect Pitch	3
TOTAL SEMESTER 2	30
Professional Thesis	30
TOTAL FULL YEAR	90

BELO HORIZONTE CAMPUS

SEMESTER 1

CORE COURSES	Credits
Developing new business from idea to market	5
Marketing Research	4
Strategic Brand Management	5
Employability and Career 1	1
LATIN AMERICA TRACK	
Go to Market Strategy for Latin America	3
Pricing Strategy for New Products & New Markets	3
Business to Business Marketing Management	3
Communication and Engagement in an Emerging Society	3
Strategic Entrepreneurship: from Theory to Practice	3
Optional Portuguese (Online 15h + In class 15h)	
TOTAL SEMESTER 1	30

SEMESTER 2

MANDATORY COURSES	Credits
Understanding the Elusive Consumer	5
Business Development & Sales	5
Product Management & Operational Marketing	4
Strategic Marketing Business Game	3
Employability and Career 2	1
BH SPECIALISATION ELECTIVES (CHOOSE 4)	
Business to Business marketing management	3
Communication and Engagement in an Emerging Society	3
Digital Marketing Opportunities in Emerging Markets	3
Go to Market Strategy for Latin America	3
Marketing and Conscious Capitalism	3
New Business Models for Underexplored Segments	3
International Negotiation in Sales	3
Services and Customer Experience Management	3
Go to Market Strategy	3
Optional Portuguese (Online 15h + In class 15h)	
TOTAL SEMESTER 2	30
Professional Thesis	30
TOTAL FULL YEAR	90

Tuition fees

- ▶ One-year MSc: €16,900
- ▶ Two-year MSc option: €28,000 (total fees for two year's tuition)



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."

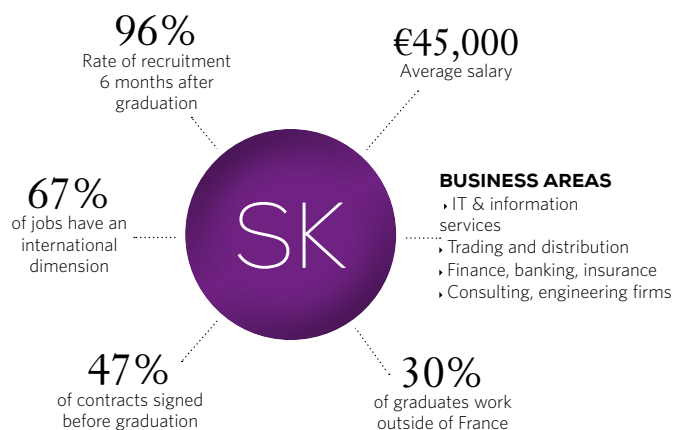
Smrithi Nagabhushan, MSc International Marketing & Business Development, from India

Programme Directors

- Marcos Lima - Lille
- Peter Spier - Sophia Antipolis
- Camille Faure - Paris
- Geneviève Poulingue - Belo Horizonte
- Hua Lin - Suzhou

SKEMA MSc EMPLOYMENT RATE

MSc International Marketing and Business Development
SKEMA Career Center employment survey class of 2016



Partner/Recruiting companies

Consumer Goods (Procter & Gamble, Danone, Mondelez/ Kraft, l'Oréal, Red Bull, Campari, Camaïeu), Hi-Tech (Microsoft, Philips, Samsung, Cisco Systems), Digital (Google, Facebook, Oracle), Retail (Carrefour, Auchan, Leroy Merlin), B2B (Mane, Virbac, Hilti, Xerox), Brand Agencies & Market Research Consulting (Frost & Sullivan, The Brand Nation)

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

SKEMA Business School, Development & Admissions Marketing Department, September 2018. Non contractual document.

