OBJECTIVES
Acquire a whole range of theoretical competencies and professional know-how to do in the capacity to:
❱ Analyse the competitive positioning of a brand
❱ Manage a brand, from strategy definition to operational action plan
❱ Propose innovative strategies based on the latest and smartest research advances in marketing, integrating the digital dimension
❱ Design, pilot and interpret qualitative and quantitative studies
❱ Identify motivations, brakes and incentives in consumer behaviour
❱ Analyse and model data for strategic decision-making

CAREER
The MSc Marketing & Brand Management (MBM) programme prepares students for career trajectories aiming at marketing management positions.

The insertion rate of our graduates is 95%.
Average salary is about €35,000.

Positions of graduates:
❱ Marketing director, CMO
❱ Product manager
❱ Marketing manager
❱ Market researching ...

Firms that recruited our graduates:
Allianz, Calvin Klein, Carrefour, Coca Cola, Colgate Palmolive, Danone, Décathlon, Dior, Fnac SA, Francaise des Jeux, Gan, Gucci, Havas, Heineken, Henkel, Ikea, Ipsos, L’Oréal, Laboratoire Nuxe, Lacoste, Lactalis, LVMH-Guerlain, Michelin, Moët-Hennessy, Nielsen, Philips, Procter & Gamble, Publicis, Société Générale, Swarovski, Téfal, Total, Whirlpool, Yves Rocher ...

A programme dedicated to brand management
PROGRAMME CURRICULUM

MANAGEMENT FUNDAMENTALS

- Market Analysis and Planning
- Brand Analysis and Strategy
- Consumer behavior
- Qualitative studies
- Questionnaire design and analysis
- Quantitative Data Analysis (SPSS, AMOS)
- Services activities marketing
- Responsible & humanistic engagement
- E. Marketing / Digital Marketing
- Marketing innovation
- Product and Brand management
- Communication Strategy
- Field Project
- Brand Design

NETWORKING AND PERSONAL DEVELOPMENT

- E-learning platform
- Professional lectures
- Testimonials by programme alumni
- C.A.R.N.E.T. network of international experts
- Job platform
- Students office
- Clubs & Associations
- International events

REAL-LIFE EXPERIENCE

- 6-month (minimum) internship/apprenticeship mission in firm
- Apprenticeships forums, Enterprise forums
- Field project: carrying out a study from the definition of the subject to the delivery of results
- Study Tour: a unique experience in a partner university (in Los Angeles in 2017, in Québec in 2018)

PROGRAMME PERSONALISATION

Each student can tailor the programme in a unique and personalised way with 4 or 5 modules selected out of more than 120 electives taught in French or in English.

ADMISSION REQUIREMENTS

For direct access to MSc 2nd Year

- Open to holders of Master’s degrees 1st year or 4-year university education diploma (240 ECTS) or more
- ... or equivalent degrees (foreign degrees, certificate validating professional experience)
- Please, provide evidence of significant professional experience, international exposure and excellent French and English language proficiency.

Recruiting is based on online application file on www.iae-aix.com (File content includes: results for TAGE MAGE management test; IAE Score Message, GMAT and English tests: TOEFL, TOEIC or IELTS; professional project, background history, completed internships or positions held). Eligible applicants will be subjected to a jury-supervised motivation interview.

TUITION FEES FOR STUDENTS

- MSc in 2 years: €8,400
- Access to MSc 2nd Year: €4,800

 年级生开放到研究生教育继续

This programme is open to apprenticeship and to continuing education.

TUITION FEES FOR EXECUTIVES

- MSc in 2 years: €20,000
- Access to MSc 2nd Year: €12,000

This programme is open to apprenticeship and to continuing education.

ADMISSIONS SERVICE

Students: masters@iae-aix.com | +33(0)4 42 28 08 08
Executive / continuing education: fcontinue@iae-aix.com | +33(0)4 42 28 08 56

POSTAL ADDRESS

AIX-MARSEILLE GRADUATE SCHOOL OF MANAGEMENT - IAE
Chemin de la Quille Puyricard | cs 30063 | 13089 Aix-en-Provence cedex 2 - France
info@iae-aix.com | www.iae-aix.com

“I have always wanted to develop my career in international professional settings. The MSc programme in Marketing & Brand Management gave me a robust operational background in marketing and opened exceptional international prospects. After my DUT degree and a BA in Management, I got admitted in the General Management MSc 1st Year Full-English Track. That enabled me to improve my professional English and to be fully operational in that language. Then, I opted for the MSc in Marketing & Brand Management which is a highly rated and international programme with recognised professors and teachers. Courses combine conceptual knowledge teaching and practical cases to get a full grasp of the tools of brand analysis and management. They are vital to make quick strategic decisions and very useful once we are on the market place. Following my final internship at Adidas headquarters in Germany, I was recruited by the company’s international marketing team.”

Nicolas Perles (Class of 2014)
Global Junior Merchandising Manager, Adidas Originals, Nuremberg (Germany)