

MASTER EN MARKETING ET PUBLICITÉ

Langue principale d'enseignement :

Français Anglais Arabe

Campus où le programme est proposé : CSS

OBJECTIFS

Le master en marketing et publicité de l'IGE est un diplôme supérieur qui vise à former des professionnels du marketing et de la communication. Il se déroule en deux ans pour les titulaires d'un Bac +3. Il est dispensé en français et en anglais. En outre, un parcours international, en partenariat avec l'IAE de Metz, se déroulant entièrement au Liban est proposé aux étudiants lors de la deuxième année. Il permet aux étudiants qui le suivent d'obtenir deux diplômes de master, de l'USJ d'une part et de l'IAE Metz d'autre part.

Le master offre une formation approfondie dans les différentes facettes du marketing et ce, dès le premier semestre de la première année. La moitié des enseignements est assurée par des professionnels, en poste dans les entreprises leaders de leur domaine ou ayant créé leur propre compagnie. L'autre moitié est dispensée par des universitaires, reconnus dans les domaines de l'enseignement et de la recherche académique.

Le master en marketing et publicité de l'IGE comprend des cours relatifs au développement de nouveaux produits (Évaluation du potentiel d'un nouveau produit, Test de concept ou de produit, Processus de lancement d'un nouveau produit, Management d'une équipe nouveau produit, etc.), à la marque (Branding, Esthetic value and brand experience, Internal branding), à la communication (Advertising creation and production, Corporate Communication, Sponsorship & Events, etc.), au marketing digital (Omnichannel Marketing, Digital Marketing Optimization, etc.), ainsi qu'au management des produits de luxe et aux outils pour la recherche marketing (Études Marketing, Méthodologie de la recherche...).

Le master se termine par la rédaction et la soutenance orale d'un mémoire.

Les débouchés à l'issue du master en marketing et publicité sont très larges. Ainsi, les étudiants diplômés seront capables de gérer la vie d'un ou plusieurs produits/marques, depuis sa conception jusqu'à sa consommation. Ils seront également capables d'élaborer un plan de communication dans son intégralité, qu'il s'agisse de communication média ou hors média, de communication en ligne ou hors ligne, de communication externe ou interne. Ils pourront être embauchés soit par des annonceurs (fabricants ou distributeurs), soit par des agences de publicité ou d'événementiel, ou bien par des sociétés de médias.

COMPÉTENCES

Les résultats d'apprentissage du programme de Master en marketing et publicité sont liés aux compétences ci-dessous :

- Diagnostiquer le besoin en communication d'une marque ou d'une entreprise
- Élaborer la stratégie de communication et de médias d'une marque ou d'une entreprise
- Concevoir une campagne de communication médias et hors médias
- Mettre en œuvre et manager les projets de communication
- Contrôler la mise en œuvre et l'efficacité des campagnes de communication



EXIGENCES DU PROGRAMME

120 crédits : UE obligatoires (60 crédits), UE optionnelles fermées (60 crédits).

N.B. Les crédits UE optionnelles fermées correspondent aux trois options suivantes : « Marketing digital », « Marketing du luxe » et « Marketing et développement des produits ».

UE obligatoires (60 Cr.)

Advertising Creation and Production (3 Cr.). Artificial Intelligence applied to marketing (3 Cr.). Brand Management (3 Cr.). Luxury Communication (3 Cr.). Luxury consumer: Expectations & Behavior (3 Cr.). Content Marketing (3 Cr.). Corporate Communication (3 Cr.). Creative Thinking (3 Cr.). Communication and Media Law (3 Cr.). Esthetic Value and Brand experience (4 Cr.). Qualitative Marketing Research (4 Cr.). Quantitative Marketing Research (4 Cr.). Omnichannel marketing (3 Cr.). Research Methodology (12 Cr.). Sponsorship & Events (3 Cr.). Talent Management (3 Cr.).



UE optionnelles fermées (60 Cr.)

1^e année – UE optionnelles fermées communes :

Data Analysis (3 Cr.), Sales Promotion (3 Cr.)

UE optionnelles fermées –Digital Marketing

Advanced Ecommerce (4 Cr.), Business Creation - Entrepreneurship (6 Cr.), Digital Advertising format (3 Cr.), Digital Marketing Optimization (4 Cr.), Digital Trends seminars (IOT, Cyber security, Big Data, etc) (6 Cr.), E-merchandising (3 Cr.), Internal Branding (3 Cr.), Lobbying & Influencer Marketing Strategy (4 Cr.), Thesis Part 1 - Digital marketing (12 Cr.), Thesis Part 2 - Digital marketing (12 Cr.)

UE optionnelles fermées –Management du luxe

Basics of a Luxury business (3 Cr.), Design & Layout of a luxury boutique (3 Cr.), Counterfeits and Intellectual Property (3 Cr.), Humanizing the POS Customer Experience in a omnichannel context (3 Cr.), The new trends of the luxury brands (3 Cr.), Luxury & sustainable development (3 Cr.), Luxury & Events Management (3 Cr.), Luxury and Digital Challenges (3 Cr.), Management of a luxury brand identity (3 Cr.), Thesis Part 1- Luxury Management (12 Cr.), Thesis Part 2 – Luxury Management (12 Cr.), Thematic seminar on luxury (6 Cr.).

UE optionnelles fermées –Marketing et développement de nouveaux produits

Conception et test des nouveaux produits (3 Cr.), Customer Relationship Management (3 Cr.), Cultural Environment Seminars M2 (3 Cr.), Digital Advertising format (3 Cr.), Distribuer et promouvoir les offres innovantes (3 Cr.), E-Merchandising (3 Cr.), Innovation approach seminars (3 Cr.), International Negotiation (3 Cr.), Marketing et défis sociétaux (3 Cr.), Mémoire de recherche (10 Cr.), Mise en œuvre d'un projet de recherche en marketing et communication du nouveau produit (8 Cr.), Processus d'innovation (6 Cr.), Recherche en marketing et communication du nouveau produit (3 Cr.), Semiology (3 Cr.).

PLAN D'ÉTUDES PROPOSÉ

Semestre 1

Code	Intitulé de l'UE	Crédits
063MKBRM1	Brand Management	3
063LXCMS3	Luxury consumer : Expectations & Behavior	3
063CMCPM2	Corporate Communication	3
063CRTHM1	Creative Thinking	3
063DRCMM2	Communication and Media Law	3
063VSIDM1	Esthetic Value and Brand experience	4
063QLRSM2	Qualitative Marketing Research	4
063EVSPM2	Sponsorship & Events	3
063GSRHM2	Talent Management	3
	UE optionnelle fermée	3
	Total	32

Semestre 2

Code	Intitulé de l'UE	Crédits
063PBCFM3	Advertising Creation and Production	3
063CMLXM4	Luxury Communication	3
063CTMKM3	Content Marketing	3
063MKEAM1	Quantitative Marketing Research	4
063MKTOM2	Omnichannel marketing	3
063SEMNM2	Research Methodology	12
	Total	28

Semestre 3

Code	Intitulé de l'UE	Crédits
063AIMKM3	Artificial Intelligence applied to marketing	3
	UE optionnelle fermée	28
	Total	31

Semestre 4

Code	Intitulé de l'UE	Crédits
	UE optionnelle fermée	29
	Total	29

DESCRIPTIFS DES UE

063PBCFM3 Advertising Creation and Production 2 Cr.

This course examines the impact of globalization and internationalization on business, emphasizing the strategic role of competition, technology, and innovation—whether related to products or processes. Students will learn to recognize global trends and explore creative approaches that foster innovation.

063AIMKM3 Artificial Intelligence applied to marketing 3 Cr.

This course offers students a thorough understanding of the role of artificial intelligence in digital marketing in planning, executing, or optimizing a company's marketing efforts. It focuses on how artificial intelligence can improve a company's marketing performance, efficiency, customer experience, and cost savings through data analysis (customer behavior prediction), research and content creation.

063LXBSM3 Basics of a Luxury business 4 Cr.

This course provides students with a comprehensive understanding of the unique dynamics, challenges, and strategies involved in the luxury industry.

063MKBRM1 Brand Management 3 Cr.

This course examines product management, brand positioning, and the measurement and management of brand equity over time. It utilizes classic and current consumer and business case studies from leading marketers to illustrate effective strategies for building and managing products and brands. Topics include customer focus, brand positioning and identity, creating points of difference and competitive advantages, marketing communications and messages including the Internet and building customer loyalty. Additionally, the course covers brand portfolios, sub-brands, line extensions, and distribution strategies.

By the end of this course, students will be able to:

- Explain effective brand management, including building brand equity and identity.
- Develop brand strategies for consumer and business products and services.
- Conduct a critical brand audit with actionable recommendations.
- Collaborate in teams to research and apply branding concepts, demonstrated through written and presented work.

063CRENM1 Business Creation – Entrepreneurship 3 Cr.

This course focuses on entrepreneurship, which has become the preferred domain for young people. It emphasizes the specific approaches and skills required in product design, business models, and sales highlighting the importance of innovation and creativity throughout the business development cycle. This course aims to raise awareness among students about the general rules of business creation and financing, equips them with the necessary personal skills, and familiarizes them with the phases that a startup goes through before becoming ready for acquisition. This course will take a practical approach by incorporating role-playing exercises.

063DRCMM2	Communication and Media Law	3 Cr.
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This course provides students with a comprehensive understanding of media and communication law, equipping them with basic knowledge of the legal issues and problems that may arise during the creation or execution of communication activities.

063TSNPM4	Conception et test des nouveaux produits	3 Cr.
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Cette unité d'enseignement poursuit un double objectif : apprendre les éléments fondamentaux liés au design et à l'éco-conception du nouveau produit ainsi que l'éco-conception des produits ; savoir mener et interpréter les études et tests pour les nouveaux produits.

L'objectif est d'être en mesure de mobiliser tous les éléments du design produit et de son éco-conception ainsi que de comprendre les fondamentaux liés aux études et tests pour les nouveaux produits, de pouvoir les réaliser

063CTMKM3	Content Marketing	4 Cr.
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This course equips students with the knowledge, skills, and strategies necessary to create, distribute, and manage effective content that attracts, engages, and retains a target audience. Content marketing involves the creation and sharing of valuable, relevant, and consistent content to attract and retain a clearly defined audience.

063CMCPM2	Corporate Communication	4 Cr.
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This course explores Institutional Communication, which serves as a management tool closely regulated by business leaders and is often referred to as Corporate Communication, Image Communication, or Corporate Image. Subtle and effective, it is primarily non-commercial, unlike commercial communication.

This course familiarizes students with various disciplines of Institutional Communication, supported by real-life case studies, whether local or international, recent, or legendary.

This course, delivered just before students enter professional life, provides a practical perspective on Institutional Communication that may inspire future career aspirations.

063LXPIM4	Counterfeits and Intellectual Property	3 Cr.
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This course examines counterfeiting, defined as the reproduction, imitation, unauthorized use of intellectual property rights, including trademarks, design, patents, etc. As a form of intellectual property infringement, counterfeiting poses significant challenges for creators. This course covers the legal elements that can be implemented to combat trademark counterfeiting, enabling creators to protect their work.

063CRTHM1	Creative Thinking	3 Cr.
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This course stimulates students' creativity making it an integral part of their lives. They will learn how to find inspiration for a new project, generate new ideas, and make informed decisions.

063SMCEM3	Cultural Environment Seminars M2	3 Cr.
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By the end of these seminars, students will gain an in-depth knowledge of the cultural environment, and how it influences marketing. They will also be able to analyze the cultural environment, and acquire knowledge about the major cultural systems in the market, assessing how these can serve as barriers or opportunities for the internationalization of companies.

063CRMGM4	Customer Relationship Management	4 Cr.
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This course emphasizes the importance of integrating people, processes, and technology to enhance the value of Customer Relationship Management (CRM) for the bottom line. Students are expected to actively participate in class discussions, ask questions, and complete assignments and projects.

This course introduces differentiated customer treatment, to better retain them. This involves understanding the entire CRM approach, namely understanding, and anticipating the individual needs of consumers, offering personalized offers, and maximizing the long term value of the relationship established with them.

063SPSSL6	Data Analysis	3 Cr.
<p>This course familiarizes students with univariate and bivariate data analysis techniques. It equips them to support marketing decision-making by extracting valuable insights from raw data, such as market studies, customer databases, sales tracking, etc.</p>		
063LXBTM3	Design & layout of a Luxury Boutique	3 Cr.
<p>This course explores the concepts of concept stores, flagship stores, and connected concept stores, emphasizing the importance of creating luxury retail spaces that foster a privileged relationship with customers. It covers the graphic, visual, and conceptual aspects of a luxury boutique.</p>		
063DPPRM4	Distribuer et promouvoir les offres innovantes	3 Cr.
<p>Cette unité d'enseignement a pour objectif de permettre à l'apprenant de comprendre les fondamentaux liés à la communication et à la commercialisation des offres innovantes. L'objectif sera d'être en mesure de commercialiser des offres innovantes en choisissant les canaux et les outils les plus adaptés et de savoir communiquer les offres innovantes en mobilisant les moyens de communication les plus adaptés pour toucher les</p>		
063DGAFM3	Digital Advertising Format	3 Cr.
<p>This course familiarizes students with various types of digital advertising formats and digital tools. Students will gain a comprehensive understanding of the strengths, limitations, and best practices associated with each format, allowing them to plan, create, and implement effective digital advertising campaigns across digital platforms and devices. This course equips them with the necessary tools for creating compelling content, alternating outbound and inbound marketing communication actions for an optimized strategy.</p>		
063WBADM2	Digital Marketing Optimization	3 Cr.
<p>This course explores the pervasive role of digital technology in our daily lives. The convergence of media—television, books, radio, and mobile phones—is just one aspect of the digital revolution. Consumption of digital information increasingly occurs outside of its original formats. Social media platforms serve as primary tools for digital communication, capable of reaching large audiences. Companies across various sectors have established a presence on major social media platforms, such as Facebook, Twitter, and YouTube. Additionally, mobile communication (smartphones, tablets) plays a significant aspect of digital communication, with specific features like geolocation, personalized information, and ergonomic design being crucial to user experience.</p>		
063DGSM3	Digital Trends Seminars (IOT, Cyber security, Big Data, etc)	6 Cr.
<p>These seminars provide students with insights into the latest and upcoming developments in the digital landscape. Students will understand how these trends can impact various industries and how organizations can leverage them to stay competitive and innovative.</p>		
063EMRCM4	E-Merchandising	3 Cr.
<p>This course teaches students how e-merchandising can help businesses optimize their online space through intelligent displays tailored to the customer's thought process and stage in the purchasing journey. Despite the rise of e-commerce models offering unique client experiences, online conversion rates remain low, and many businesses struggle with customer acquisition and retention. Students will explore e-merchandising tools and techniques, and learn how to manage merchandising for online store, which differs significantly from traditional offline merchandising management. They will also learn how to properly animate online stores through the development and execution of yearly promotional and animation calendars.</p>		
063VSIDM1	Esthetic Value and Brand Experience	4 Cr.
<p>This course is designed for Master students in Marketing and Advertising. It highlights the importance of visual identity, the elements of a brand and their adaptation in the establishment of a brand strategy and an IMC plan.</p>		

This course demonstrates how integrating visual identity and brand assets, including codes and supports, into a marketing communication plan helps students understand the success factors of brand architecture (brand mix, brand extensions): the visual psychology and the appropriate affective or rational atmosphere. Students will propose or apply a graphic chart as a response to strategic recommendations for positioning and differentiation in a dynamic competitive environment.

063LXVNM4 Humanizing the POS Customer Experience in an Omnichannel Context 3 Cr.

This course focuses on enhancing the customer's experience at physical touchpoints (in-person interactions) while considering the broader context of omnichannel interactions.

It equips students with the knowledge and skills needed to create a seamless, humanized customer experience integrated within an omnichannel strategy. This approach enhances customer satisfaction, loyalty, and brand perception.

063INSMM3 Innovation Approach Seminars 8 Cr.

By the end of these seminar sessions, students will gain a comprehensive understanding of the role of time in the innovation process and acquire practical strategies to address temporal challenges across different areas of innovation. They will explore how factors like the innovation lifecycle, adoption speed, and time constraints affect creative thinking and the overall innovation process.

063BRINM4 Internal Branding 3 Cr.

This course equips students with the knowledge and skills to effectively implement internal branding initiatives, fostering a cohesive brand culture and employee alignment. It covers the strategies and practices aimed at building a strong brand identity and culture within an organization.

063INNGM3 International Negotiation 3 Cr.

This course presents and analyzes the international environment, focusing on how it influences all international business decisions. It covers international negotiations as a process to bridge the differences between actors from different environments and to maximize value for all parties involved.

Students will learn how to connect the international business environment, especially the cultural dimensions, and negotiation styles. They will explore how culture influences negotiating approaches and outcomes in an international business environment. This course also includes practicing international negotiations in a class setting.

063MKT1L1 Les fondements du marketing 4 Cr

Le cours « Marketing I » est proposé aux étudiants inscrits en Licence de marketing et publicité et est dispensé au semestre 1. Il n'a aucun prérequis. En revanche, ce cours est lui-même un prérequis à divers autres cours de licence tels que « Études de marché », « Politique de produit », « Politique de prix », « Politique de distribution » et « Politique de communication intégrée ».

Ce cours vise à sensibiliser les étudiants à l'importance du marketing dans les entreprises commerciales mais aussi les institutions publiques, les organisations à but non lucratif, etc. Il leur permettra également de s'initier aux concepts de base du marketing ainsi qu'à la démarche marketing.

063MKINM2 Lobbying & Influencer Marketing Strategy 3 Cr.

This course provides students with a comprehensive understanding of lobbying and influencer marketing, equipping them with the skills to develop and implement effective strategies in both fields. It prepares students for roles that involve influencing public opinion, shaping policies, and leveraging influencers for marketing success.

063CMLXM4 Luxury Communication 3 Cr.

This course is taught during the first year of the Master in Marketing and Advertising. It explores advanced concepts in communication, focusing on luxury communication, which stands out from other products/brands through its distinct codes.

063LXC3M3	Luxury consumer: Expectations & Behavior	3 Cr.
<p>This course emphasizes the psychological aspects of luxury consumer behavior, focusing on the emotional connection that purchasing a luxury product must evoke. It explains that consumers expect more than just impeccable brand knowledge and kindness from sellers; they seek to share a passion and engage in an interactive, emotional relationship with their boutique advisors, which they perceive as unique to their experience.</p>		
063LDCHM2	Luxury and Digital Challenges	3 Cr.
<p>This course equips students with the knowledge and skills to navigate the digital challenges and opportunities within the luxury sector, ensuring that luxury brands can thrive in the digital age while maintaining their distinctive attributes. Additionally, students will examine the ongoing digital transformation within the luxury industry, addressing how brands are adapting their business models, customer experiences, and operations to leverage digital technologies.</p>		
063LXEVM4	Luxury & Events Management	3 Cr.
<p>This course enables students to strategically plan, execute, and evaluate luxury events, understanding how event management can serve as a powerful promotional tool for luxury brands.</p>		
063LXDDM3	Luxury & Sustainable Development	3 Cr.
<p>This course provides a thorough understanding of the concepts of luxury and sustainable development, emphasizing how these two domains can interact and coexist. It highlights how luxury brands can integrate sustainable practices into their operations, from product design to supply chain management, and encourages ethical and sustainable consumer purchasing behaviors.</p>		
063LXBRM3	Management of a Luxury Brand Identity	3 Cr.
<p>This course covers all the intricacies of managing a luxury brand over time. It explains the longevity of luxury brands through the protection of their identity and justifies the legitimacy of their affiliation with luxury. It addresses the implemented marketing strategies and recounts the challenges of the numerous extensions chosen by these luxury brands.</p>		
063MKSCM4	Marketing & Societal Challenges	3 Cr.
<p>This course explains the role of marketing in addressing societal challenges, particularly environmental and social issues, including communication and the development of products and services. It enables students to connect Corporate Social Responsibility (CSR) initiatives with the products and services offered, and to implement a marketing strategy that aligns with an organization's CSR policy. It also aims to utilize marketing techniques to enhance the well-being of individuals and society. Specific applications include non-governmental organizations and public bodies seeking to promote voluntary behavior adoption among target audiences.</p>		
063RPRDM4	Mise en œuvre d'un projet de recherche en marketing et communication du nouveau produit	8 Cr
<p>Cette unité d'enseignement a pour objectif de permettre à l'apprenant de conduire un projet de recherche en marketing et communication du nouveau produit, depuis sa conception jusqu'à sa réalisation, et d'en dégager les implications tant d'un point de vue théorique que managérial. L'objectif est d'identifier et d'apprendre à surmonter les difficultés liées à la mise en œuvre d'un projet de recherche en marketing et communication du nouveau produit</p>		
063MKTOM2	Omnichannel Marketing	3 Cr.
<p>This course delves into the fundamentals of e-commerce, exploring the vast opportunities it presents for businesses, including enhanced marketing strategies, expanded product ranges, and increased sales. With an optimized and well-developed website, companies can provide customers with convenient, round-the-clock service. The COVID-19 crisis has further accelerated the growth of e-commerce, reaching new firms, customers, and product categories. Throughout this course, students will create an e-commerce website using Ecomz and learn how to effectively amplify and promote their products and services.</p>		

063PRIVM3	Processus d'innovation	6 Cr.
<p>Cette unité d'enseignement a pour objectif de permettre à l'apprenant de connaître les étapes du processus d'innovation d'un bien (service ou produit), les différentes stratégies d'innovation des organisations et les différentes méthodes permettant de favoriser la créativité et les innovations de produits et services au sein des organisations.</p> <p>Ce module permettra à l'apprenant de découvrir les méthodes permettant de développer la créativité dans le but de proposer des innovations de produits et de services au sein d'une organisation, et de développer ses compétences entrepreneuriales dans le but de contribuer à la mise en œuvre d'une stratégie d'innovation au sein d'une organisation.</p>		
063QLRSM2	Qualitative Marketing Research	4 Cr.
<p>This course introduces "exploratory" studies, which facilitate the discovery of new domains without preconceived notions. It explains the application of qualitative studies in understanding processes or mechanisms. Students will explore various methods of qualitative data collection. This course will comprise interactive lectures, a project, and the analysis of scientific articles.</p>		
063MKEAM	Quantitative Marketing Research	4 Cr.
<p>This course focuses on new trends in market research, particularly observational studies (such as audience measurement, ethno-marketing, and eye-tracking), the use of experimental designs in marketing tests, and online studies.</p>		
063CMNPM3	Recherche en marketing et communication du nouveau produit	3 Cr.
<p>L'objectif de cette UE est de donner aux étudiants une connaissance et une ouverture sur les recherches menées en marketing dans la spécialité choisie afin de leur permettre de mieux analyser leurs pratiques professionnelles futures.</p> <p>Cet enseignement organisé autour de séminaires thématiques vise à fournir aux étudiants les clés pour mieux comprendre les concepts théoriques portant sur le marketing et la communication du nouveau produit à partir de la lecture et de l'analyse d'articles de recherche.</p>		
063SEMNM2	Research Methodology	12 Cr.
<p>This course provides a foundational understanding of the basic concepts and principles of research, including the scientific method, hypothesis formulation, and the importance of research in various fields. Students will learn how to design and plan a research study, including selecting appropriate research methods, defining research questions or hypotheses, and outlining the overall structure of the research.</p>		
063MMRCM4	Research Thesis	10 Cr.
<p>This course equips students to conduct a research project in marketing and communication for new products, enabling them to derive implications from both theoretical and managerial perspectives. The objective is to identify, understand, and be able to apply the conceptual and managerial implications of various research conducted in marketing and communication of new products, culminating in a research thesis including an empirical component.</p>		
063PRVNM2	Sales Promotion	3 Cr.
<p>This advanced course focuses on the role of promotional efforts in society, and how organizations leverage them to achieve their marketing objectives. This course emphasizes the practical application of knowledge gained in previous courses, particularly in developing of an Integrated Marketing Communications (IMC) campaign that highlights sales promotion to enhance sales.</p> <p>Students will explore the primary objective of sales promotion to influence changes in the demand pattern of products and services. This course outlines three specific objectives of sales promotion. First, it provides important marketing information to potential buyers.</p>		

Second, it seeks to persuade and influence these buyers through compelling measures. Third, this course highlights sales promotion as a powerful competitive tool. Furthermore, this course delves into how sales promotion measures also play an important role in attracting new customers to an organization. These new customers are those drawn away from competing firms. Throughout the course, students will learn about various tactics—such as samples, gifts, and prizes—that organizations use to encourage consumers to try new brands or shift their loyalty to different dealers.

063SEMLM3 Semiology 3 Cr.

This course familiarizes students with the main mechanisms of persuasive communication, whether advertising, social (especially preventive), or societal. It covers various key variables involved in the communication process and introduces students to models, theories, and concepts that illuminate how communication functions. This course encourages students to reflect on the consequences of practical communication choices and to use scientific data to understand the implications of these choices, while remaining highly practical and extensively illustrated with examples and case studies. It thus complements the insights provided by communication practitioners.

063EVSPM2 Sponsorship & Events 3 Cr.

This course introduces the sponsorship industry, focusing on key aspects such as sponsorship management competency, standards, and risk management. Students will explore how sponsors influence market demand and contribute to companies' improvement, as well as the different types of sponsorship and its implications to the events industry. The course will clarify the distinction between sponsorship and fundraising, while also examining current trends among sponsors and the impact of emerging economies like the UAE, China, and Singapore on the international event landscape. Students will identify the different trends that are currently shaping the sponsorship and event industry, and analyze the strategic planning involved, particularly the sponsorship process. The course will also involve the examination of scholarly articles related to sponsorship and culminate in a critical assessment topic designed to evaluate students' understanding of the material covered.

063LXSMM4 Thematic Seminar on Luxury 6 Cr.

This seminar facilitates in-depth discussions with experts in luxury management on key topics such as brand positioning, customer experience, market trends, sustainability in luxury, and digital transformation.

063LXNTM4 The New Trends Of The Luxury Brands, 3 Cr.

This course offers students an in-depth perspective on the latest trends in luxury brands, equipping them to contribute to or innovate within this dynamic industry. The main objective is to examine emerging trends in the luxury industry, focusing on recent changes and developments in style, consumer behavior, and innovations.

063MMD1M3 Thesis Part I – Digital Marketing 12 Cr.

This individual work involves conducting an exploratory study, namely a literature review potentially supplemented by expert interviews, on a marketing theme of particular interest to the student in the field of digital marketing, under the supervision of a thesis supervisor. It culminates in the writing of a literature review (in French or English depending on the chosen thesis supervisor) to be presented during an oral defense.

While there are no specific prerequisites for the thesis itself, students must have completed at least 50 Master's credits before initiating the thesis. This work will be preceded by a "Research Methodology" course aimed at introducing the methodological foundations of the thesis. Finally, the theoretical aspect of the thesis will be followed by an empirical study conducted in the fourth semester.

063MMD2M4 Thesis Part II- Digital Marketing 12 Cr.

This project builds on the theoretical foundation established in "Thesis I," serving as its practical component. Students will conduct an empirical study, typically quantitative, on a selected marketing theme within the luxury marketing sector, previously explored in the theoretical phase of "Thesis I." The work culminates in a thesis of approximately sixty pages (excluding appendices) that integrates both theoretical and practical insights, and concludes with an oral defense.



063MMX1M3

Thesis Part I– Luxury Management

12 Cr.

This individual work involves conducting an exploratory study, namely a literature review potentially supplemented by expert interviews, on a marketing theme of particular interest to the student in the field of digital marketing, under the supervision of a thesis supervisor. It culminates in the writing of a literature review (in French or English depending on the chosen thesis supervisor) to be presented during an oral defense.

While there are no specific prerequisites for the thesis itself, students must have completed at least 50 Master's credits before initiating the thesis. This work will be preceded by a "Research Methodology" course aimed at introducing the methodological foundations of the thesis. Finally, the theoretical aspect of the thesis will be followed by an empirical study conducted in the fourth semester.

063MMX2M4

Thesis Part II- Luxury Management

12 Cr.

This project builds on the theoretical foundation established in "Thesis I," serving as its practical component. Students will conduct an empirical study, typically quantitative, on a selected marketing theme within the luxury marketing sector, previously explored in the theoretical phase of "Thesis I." The work culminates in a thesis of approximately sixty pages (excluding appendices) that integrates both theoretical and practical insights, and concludes with an oral defense.

063GSRHM2

Talent Management

3 Cr.

This course covers the core principles of human resources, exploring the most used tools and techniques, and emerging trends in the field. It offers a practical approach integrating both behavioral competencies and technical expertise for a proper implementation and management of the Human Resources functions, in line with organizational goals.

