




MASTER 2 ADVANCED RESEARCH IN MARKETING

 Admission level **Bac+4**

 Program level **Bac+5**

 Grenoble campus

Career opportunities

- Academic careers in universities or business schools,
- Marketing departments,
- Consulting groups

The Master of "Advanced Research in Marketing" program proposes training in research techniques and methods, as well as in-depth theoretical knowledge in marketing. It guarantees the acquisition of an excellent understanding of the research process and a high level of specialized knowledge in marketing.

Strengths

- Training in high-level research
- An active and stimulating "flipped teaching"
- An experienced and high-quality faculty staff
- A favored access to the Doctoral College
- A program completely taught in English

Entry requirements

Eligibility

University degree of 240 ECTS; for non-Europeans, a 4-year university degree minimum (approved by a university committee). Application form.

Advanced level in English (TOEIC, TOEFL, etc.)

Admission

Interview with a committee of academics and international business specialists

Target audience

Students possessing a Master's degree first year, preferably with a basic training in marketing / management (master 1, business schools, management schools, etc).

Students from engineering schools, agronomy, pharmacy, political studies, psychology, sociology, foreign languages applied to management, etc.

Course curriculum

The "Advanced Research in Marketing" degree is obtained in 1 year, requiring the validation of 120 credits over 2 semesters.

Semestre 3	Semestre 4
<p>UE 1 - Branding and communication research (10 credits)</p> <ul style="list-style-type: none">Persuasive, social and societal communication (5 credits)Brand relationship management (5 credits) <p>UE 2 - Concepts and tools for research in marketing (10 credits)</p> <ul style="list-style-type: none">Innovation and business marketing (5 credits)Organization theory (2,5 credits)Multivariate data analysis (2,5 credits) <p>UE 3 - Social skills for research (5 credits)</p> <ul style="list-style-type: none">Qualitative research design (2,5 credits)Qualitative data analysis (2,5 credits) <p>UE 4 - Entrepreneurship and innovation (5 credits), based on a project:</p> <ul style="list-style-type: none">Innovative research project (led jointly with students of "Marketing Quantit" Specialization)	<p>UE 5 - Issues and trends in marketing research (10 credits)</p> <ul style="list-style-type: none">Digital marketing and social media (5 credits)Responsible consumer behavior (5 credits) <p>UE 6 - Professional skills (5 credits)</p> <ul style="list-style-type: none">Master's Thesis (2,5 credits)Master's Thesis defense (2,5 credits) <p>UE 7 - Social skills for research (5 credits)</p> <ul style="list-style-type: none">Leaderships skills (2,5 credits)Final "grand oral" exam (2,5 credits)

Workplace integration

93% of Grenoble IAE graduates find employment within one year after graduation
Median net yearly salary **31176** euros

Program tuition

For a traditional educational student ('formation initiale') at Grenoble IAE, academic fees are : mandatory registration fees for master programs: 243 euros (indicative rates for 2018/2019).

Students who have had a break (of more than two years) in their studies will be classified as continuing education students and will pay the 2500 euros mandatory fee (indicative rates for 2018/2019).

Contact

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More information and online pre-registration
on IAE website, 'How to apply' section

www.grenoble-iae.fr/en/

