

SPECIALIZED MASTER IN | 2010
MARKETING AND COMMUNICATION | 2011

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In order to be able to succeed in the fields of Marketing and Communication, three values are needed: excellence, innovation and openness. The Specialized Master in Marketing and Communication is naturally imbued with the values of ESA and revolves around them through a dual academic and professional approach.

Involved Businesses

Product Manager, Communications Officer, Marketing Officer, Head of Customer, Advertising Manager, Project Manager, Manager of Sales Promotion, Manager of Press Relations, Event Management, etc.

Objective

Forming professionals by leading them to deepen and master the theories and tools necessary for the evolution of their responsibilities. They can also have at their disposal a more systematic analysis of the corporate practices, a greater openness to changes in organizations' environment, a growing international reflection and the opportunity to sharing experiences between professionals in the field, program auditors and visiting professors. The course aims to form experts by enabling them to become highly effective and operational collaborators in enterprises of different sectors in today's extremely competitive market.

Program Architecture

March 2010

July 2011

Courses + 2 seminars

Professional thesis

PRACTICAL INFORMATION

SELECTION IN 2 STAGES

- Study of application
- Oral test

REGISTRATION FORMS

The registration forms are available at ESA or on www.esa.edu.lb

IMPORTANT DATES

- Submission of applications: Wednesday, January 13 at the latest
- Information Session: Tuesday, December 15 2009 at 6h30 sharp at ESA
- Oral test: from 25 to 29 January 2010
- Results display: Thursday, February 11, 2010
- Start date: Tuesday, March 2, 2010
- End date: May 2011
- Submission of the professional thesis: July 2011

FEES

- Processing fees: 120\$
- Program fees: 6000\$ + 4500€
- Euro Marketing seminar: 2000€ (including the seminar fees and accommodation)

YOUR
CAREER
ADVANTAGE



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Courses

Courses are divided into three topics covering 405 hours over a period of 14 months.

1. The fundamentals

- Consumer Behaviour
- Marketing Studies
- Strategy

2. Specialization in Marketing

- Product Manager
- Innovation and Product Launch
- Brand Management
- Financial Piloting and Marketing Approach
- Distribution
- Marketing Business to Business
- Service Marketing
- International Marketing
- Customer Relationship Management (CRM)

3. Specialization in Communication

- Communication
- Sales Promotion and Direct Marketing
- Corporate Communication and Crisis Communication
- Communication Strategy 360

Professional Thesis

Developing and defending a professional thesis under the direction of a professor from a European Grande Ecole of Management.

Seminars

1. MARKSTRAT

With other members of your team, you are the head of the marketing department of a company. It is up to you to let it prosper by developing and implementing effective marketing strategies. Watch out, the competition is fierce!

2. EURO MARKETING

A 5-day seminar organized in partnership with ESCP Europe offsite in Brussels and London. This seminar will take place jointly with the students of that same ESCP Europe's program. It aims to highlight the major trends of the European market and the best ways to understand: industrial structure, segmentation, pricing policies, intercultural practices, etc.

This document has no contractual value and may be modified to reflect current events.

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