



Master Marketing and Responsible Cocreation

NATIONAL DEGREE IN PARTNESHIP WITH LILLE UNIVERSITY



Plus d'infos

25 STUDENTS MAX.
PER CLASS

100% TAUGHT IN
ENGLISH

50% OF CLASSES
DELIVERED
BY INDUSTRY
PROFESSIONALS

ADVANTAGES



Apprenticeship
program in Master
2 and 1 internship in
Master 1



Mobility possible
during S2 or M2



Business Project
in M1 with a focus on
sustainable business/
marketing



CONTACT

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The Master of Marketing and Responsible Co-creation is a professional master's programme that prepares future responsible marketers capable of working closely and responsibly with a range of stakeholders. It is taught entirely in English, by industry professionals and academics who will give you a solid practical and theoretical grounding for success.



CANDIDATE PROFILE

MASTER 1

- Graduates with a bachelor degree in international business, marketing, management, economics, accounting, finance, administration, languages and others with a minor in management, economics or finance.

MASTER 2

- For a direct entry into Master 2 : 4-year bachelor or Master 1.

CAREER OPPORTUNITIES

A wide variety of positions and roles, such as :

- Brand and product manager
- Advertising strategist
- Market analyst
- Event manager
- Media planner
- Key-account and customer relationship manager
- Sales manager
- Retail manager
- Category manager
- Customer success manager, etc.

Opportunities in the international arena with companies, public sector institutions and non-profit organisations. Openings in manufacturing, retailing, service and consultancy companies, as well as with communication and market-research agencies.

EDUCATIONAL PROGRAM

MASTER 1



Courses - semester 1

ECTS

Marketing reflexion and strategy

- Strategic marketing 4
- Operational marketing 4
- International marketing 3

Management in marketing environment

- Brand management 4
- Customer value management 4

Appropriate communication

- Intercultural communication & management 2
- English and business communication 3
- Second language 2

Managerial culture

- Business game
- Business Project

Professional expertise and research

- Introduction to methodology 0
- Personal development 2

Courses - semester 2

ECTS

Responsible management

- Ethical marketing automation and reporting 3
- Social marketing and communication campaign 3
- Sustainable retail supply chain 3

Marketing frontiers

- Innovation marketing 3
- Digital transformation 3

Appropriate communication

- English and business communication 2
- Second language 2
- Leading project team 2

Professional expertise and research

- Introduction to methodology 3
- Business Project 3
- Professional experience evaluation (internship) 3

MASTER 2



Courses - semester 3

ECTS

Cocreation and stakeholders

- Business models 3
- Consumer behavior 3
- Community management 3

Responsible management

- Sustainable marketing 5
- Social enterprise and entrepreneurship 3

Appropriate communication

- English communication 2
- Second language 2

Managing Data

- Data architecture and web analytics 4
- Market research 5
- Thesis methodology 0

Courses - semester 4

ECTS

Cocreation and stakeholders

- CRM and customisation 3
- Consumer culture theory and consumption insights 3

Responsible management

- CSR 3
- Learning from failure 2

Appropriate communication

- English communication 3
- Second language 2

Marketing reflexion and strategy

- Performance control 3
- Global markets 3

Professional expertise and research

- Research project (option research project) 4
- Professional experience evaluation (option work period) 4
- Professional synthesis 4

ADMISSION PROCEDURES

- M1 : Monmaster.gouv.fr or on Campus France for international Students
- M2 : Online application and on Campus France for international Students + Interview

PROFESSIONALISATION

MASTER 1

- Courses from September to March. Internship from April to August.

MASTER 2 : Apprenticeship program

- Courses / part time work from September to June. Full time work from July to mid-September.