

Master in Marketing and sales

Advanced research in marketing 2nd year

Presentation

The Master of "Advanced Research in Marketing" program proposes training in research techniques and methods, as well as in-depth theoretical knowledge in marketing. Exclusively centered on aspects of research methodology and the development of advanced scientific knowledge in marketing, it guarantees the acquisition of an excellent understanding of the research process and a high level of specialized knowledge in marketing. The doctoral program of Management Sciences of Grenoble (EDSG) provides an opportunity for students wishing to pursue a doctoral Degree (PhD) to continue their studies after the Master's program.

Registration and scholarships

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, BULATS, IELTS, CLES, Cambridge Assessment English ou test Erasmus + OLS)

Admission : Interview with a committee of academics and international business specialists

To find out about the admission requirements, please consult our "[apply](#)" section directly on the Grenoble IAE website.

Public continuing education:

You are in charge of continuing education:

- if you resume your studies after 2 years of interruption of studies,
- or if you followed training under the continuous training regime one of the previous 2 years
- or if you are an employee, job seeker, self-employed.

If you do not have the diploma required to integrate the training, you can undertake a [validation of personal and professional achievements \(VAPP\)](#).

Access the "[apply](#)" section directly on the Grenoble IAE website.

Practicals informations :

- > **School** : Institut d'Administration des Entreprises (IAE)
- > **Duration** : 1 year
- > **Course type** : Initial and Continuing Education
- > **Location(s)** : Grenoble - University campus
- > **Contacts** :

Programme director

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Administrative contact

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Program

Master 2nd year

Semester 9

UE Branding and communication research	10 ECTS
- Persuasive, social and societal communication	5 ECTS
- Brand relationship management	5 ECTS
UE Concepts and tools for research in marketing	10 ECTS
- Innovation and business marketing	5 ECTS
- Organization theory	
- Multivariate data analysis	
UE Social skills for research	5 ECTS
- Qualitative research design	
- Qualitative data analysis	
UE Entrepreneurship and innovation based on a project	5 ECTS
- Innovative research project	5 ECTS

Semester 10

UE Issues and trends in marketing research	10 ECTS
- Digital marketing and social media	5 ECTS
- Responsible consumer behavior	5 ECTS
UE Social skills for research	5 ECTS
- Final "grand" oral exam ("Grand oral")	
1 option (s) to choose from 2	
- Methods for consultancy	
- Leadership skills	
UE Professional skills	15 ECTS
- Thesis	10 ECTS
- Thesis defense	5 ECTS