

LAW, ECONOMICS AND MANAGEMENT

# Master in Marketing and sales

Marketing, vente



**Target level**  
Baccalaureate  
+5



**ECTS**  
120 credits



**Duration**  
2 years



**Component**  
Grenoble IAE -  
INP (Graduate  
school of  
management),  
UGA



**Language(s) of  
instruction**  
English, French

## Subprograms

- > Marketing and sales 1st year
- > Advanced research in marketing 2nd year
- > Marketing and digital communication 2nd year
- > Brand marketing engineering 2nd year
- > The "Quanti" : Market research professions 2nd year
- > Digital marketing and e-business 2nd year

## Presentation



The master's in Marketing and sales at Grenoble IAE is a resolutely generalist master's programme in the sense that the various directions it follows collectively target a broad range of marketing jobs. Each second year master's

programme, on the other hand, specialises in a specific type of employment opportunity:

- The "Quanti" programme : Market Research Professions: recently endorsed by Syntec Etudes, this programme is already broadly in phase with the expectations of firms in the sector. The fast-moving changes in the profession, linked to the development of "big data", have nonetheless meant our having to adjust the programme accordingly. The professions targeted are therefore traditionally research managers with the advertiser, research companies, more marginally, product managers or market managers, and increasingly, project managers, data analysts, web analysts, and data and big data managers;
- Brand Marketing Engineering: this is the most generalist programme. It is based on the current specialisation in Marketing Engineering and concentrates on brand management in small and medium-sized enterprises or in major groups (product manager, brand manager, commercial sector manager, etc.);
- Digital Communication and Marketing: this programme, available only as a sandwich programme, acknowledges the growing importance of the Internet, social networking and digital media in the communication business and will very markedly enhance students' competencies in these fields. The professions targeted are: internal and/or external communication manager, communication project manager in agencies, marketing and communication manager, community manager, web communication manager, etc.;
- Digital Marketing and E-Business: this generalist programme in digital marketing is intended to train future

managers in "e-business" activities (web marketing strategy, e- and/or m-business; e-CRM ; online reputation; search engine marketing) and, more specifically, targets the professions of e-marketing operation manager, affiliation and partnership manager, web/e-business project manager, web marketing analyst, traffic manager, e-CRM loyalty manager, e-business/e-marketing/e-commerce manager, digital manager, etc.;

- Research and consultancy in marketing: this is intended to provide training in the research professions (researcher, research professor, director of studies and/or research in business) and marketing consultant. In comparison with the current specialisation, this programme takes a slightly different approach to becoming more professional, incorporating the broad skills base common to all master's degrees (training in an entrepreneurial "attitude", soft skills (Cf details below)), putting greater emphasis on training in analysis and consultancy and making a work term compulsory.

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## Skills

Competences common to all masters of the IAE:

- Entrepreneurial posture and innovation skills
- "Soft skills": language skills, relationship skills Common skills within the Marketing Master:
- In M1, all skills are common, by definition, since the program is fully shared.
- In M2, among the soft skills, some will be specific to marketing: skills in negotiation purchase and trading, eloquence (generalization of a test of "grand oral" to all courses)
- The training will be organized in blocks (e.g. methodology). Within each block, students will follow the subjects defined in their course construction.

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## Admission

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### Access conditions

Access to 1st year : Examination of the application file by a jury of teachers of the master and English test (TOEIC, TOEFL, BULATS, KEYS, etc.).

Access to 2nd year : 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).

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## Candidature / Application

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

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## Useful info

## Contacts

### Program director

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### Program director

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### Program director

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### Program administration

Administration M2 Research & data intelligence  
for marketing

☎ 04.76.82.73.89

✉ marketing-m2arm@grenoble-iae.fr

### Program administration

Administration Valence M2 Communication  
marketing et digitale

☎ 04.75.41.97.72

✉ marketing-m2com-alternance@grenoble-iae.fr

### Program administration

Administration Grenoble M1 Marketing vente

☎ +33 (0)4.76.82.74.37

✉ marketing-m1@grenoble-iae.fr

### Program administration

Administration M2 Ingénierie marketing des  
marques

☎ 04.76.82.73.52

✉ marketing-m2im@grenoble-iae.fr

### Program administration

Administration M2 Marketing Digital et  
Consommateur Connecté

☎ 04.76.82.73.75

✉ marketing-m2mdc-alternance@grenoble-iae.fr

### Program administration

Administration Valence M1 Marketing Vente

☎ 04.75.41.97.72

✉ marketing-m1-valence@grenoble-iae.fr

### Program administration

Administration M2 Le Quanti : Research and  
Data Intelligence in Marketing

☎ 04.76.82.73.89

✉ marketing-m2quantium@grenoble-iae.fr

## Course location(s) - City

📍 Grenoble

📍 Valence

## Campus

🏠 Valence - Briffaut

🏠 Grenoble - University campus

# Program

Marketing and sales 1st year

Advanced research in marketing 2nd year

## Master 2nd year

### Semester 9

	Nature	CM	TD	TP	Crédits
UE Branding and communication research	Teaching Unit (UE)				10 credits
Persuasive, social and societal communication	SUBJECT				5 credits
Brand relationship management	SUBJECT				5 credits
UE Concepts and tools for research in marketing	Teaching Unit (UE)				10 credits
Innovation and business marketing	SUBJECT				5 credits
Organization theory	SUBJECT				
Multivariate data analysis	SUBJECT				
UE Social skills for research	Teaching Unit (UE)				5 credits
Qualitative research design	SUBJECT				
Qualitative data analysis	SUBJECT				
UE Entrepreneurship and innovation based on a project	Teaching Unit (UE)				5 credits
Innovative research project	SUBJECT				5 credits

### Semester 10

	Nature	CM	TD	TP	Crédits
UE Issues and trends in marketing research	Teaching Unit (UE)				10 credits
Digital marketing and social media	SUBJECT				5 credits
Responsible consumer behavior	SUBJECT				5 credits
UE Social skills for research	Teaching Unit (UE)				5 credits
Final "grand" oral exam ("Grand oral")	SUBJECT				
Methods for consultancy	SUBJECT				

Leadership skills	SUBJECT	
UE Professional skills	Teaching Unit (UE)	15 credits
Thesis	SUBJECT	10 credits
Thesis defense	SUBJECT	5 credits

Marketing and digital communication 2nd year

Brand marketing engineering 2nd year

The "Quanti" : Market research professions 2nd year

Digital marketing and e-business 2nd year