

Master Marketing, Vente

Parcours Advanced research in Marketing 2e année

Présentation

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.

Admission

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

Public continuing education:

You are part of continuing education:

- if you resume your studies after 2 years of interruption of studies,
- or if you were undergoing training under the continuing training scheme in one of the previous 2 years
- or if you are an employee, jobseeker, self-employed.

If you do not have the required diploma to enter the training, you can undertake a process of validation of personal and professional experience (VAPP).

For more information, consult the web page of the Direction de la formation continue et de l'apprentissage

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

Infos pratiques :

- > Composante : IAE de Grenoble - Graduate school of management
- > Durée : 1 an
- > Type de formation : Formation initiale / continue
- > Lieu :

Contacts

Responsable pédagogique

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Programme

Master 2e année

Semestre 9

UE Branding and communication research	10 ECTS
<ul style="list-style-type: none"> - Persuasive, social and societal communication - Brand relationship management 	
UE Concepts and tools for research in marketing	10 ECTS
<ul style="list-style-type: none"> - Innovation and business marketing - Organization theory - Multivariate data analysis 	
UE Social skills for research	5 ECTS
<ul style="list-style-type: none"> - Qualitative research design - Qualitative data analysis 	
UE Entrepreneurship and innovation based on a project	5 ECTS
<ul style="list-style-type: none"> - Innovative research project 	

Semestre 10

UE Issues and trends in marketing research	10 ECTS
<ul style="list-style-type: none"> - Digital marketing and social media - Responsible consumer behavior 	
UE Professional skills	15 ECTS
<ul style="list-style-type: none"> - Thesis - Thesis defense 	
UE Social skills for research	5 ECTS
<ul style="list-style-type: none"> - Final "grand" oral exam - Leadership skills 	