

Parcours Advanced research in Marketing 2e année

Master Marketing, Vente



Durée
1 an



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



**Langue(s)
d'enseignement**
Anglais

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.

Dimension internationale

The program being completely taught in English, the integration of foreign students is facilitated, providing however that they master the English language.

Admission

Conditions d'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

Candidature

Access the " apply" section directly on the Grenoble IAE website.

Public cible

* Students possessing a master's degree first year, preferably with a basic training in marketing / management (master 1, business schools, managementschools, etc).

* Students from engineering schools, agronomy, pharmacy, political studies, psychology, sociology, foreign languages applied to management, etc.

Et après

Secteur(s) d'activité(s)

Many graduates of the “Advanced Research in Marketing” Specialty (Master of Marketing), after defending a doctoral dissertation in the Doctoral College (EDSG), are now in office, either in a university, business school or company. Still others have joined a company immediately after their Master, with varying positions:

- Audrey Ballandras, Market Research Analyst in Woolcott Research Pty Ltd Sidney (Australia)
- Youssef Bouallala, National Program Officer at Swiss Agency for Development and Cooperation (Morocco)
- Marion Decroux, Research Ex. Research Excellence in the ASI team, Ipsos Geneva (Switzerland)
- Sandrine Girollet, Research Analyst, UFC Que Choisir (Paris)

*This program also facilitates access to competitive examinations for secondary education (CAPET, Agrégation du secondaire)

Infos pratiques

Contacts

Responsable pédagogique

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Contact administratif

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Lieu(x) ville

📍 Grenoble

Campus

🏠 Grenoble - Domaine universitaire

En savoir plus

Centre d'Etudes et de Recherches Appliquées à la Gestion)

🌐 <http://www.cerag.org>

Doctoral College

🌐 <http://ed275.upmf-grenoble.fr>

Programme

Master 2e année

Semestre 9

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

Semestre 10

	Nature	CM	TD	TP	Crédits
UE Issues and trends in marketing research	UE				10 crédits
Digital marketing and social media	MATIERE				5 crédits
Responsible consumer behavior	MATIERE				5 crédits
UE Professional skills	UE				15 crédits
Thesis	MATIERE				10 crédits
Thesis defense	MATIERE				5 crédits
UE Social skills for research	UE				5 crédits
Final "grand" oral exam	MATIERE				
Leadership skills	MATIERE				