

## Master in Marketing and sales

# Advanced research in marketing 2nd year

## Presentation

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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

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### Access conditions

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 \(VAPP\)](#).

[skin.odf-uga:SKIN\\_ODF\\_CONTENT\\_PROGRAM\\_CANDIDATURE\\_LABEL](#)

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

### Target group

Students possessing a Master's degree first year, preferably with a basic training in marketing / management (master 1, business schools, management schools, etc.), are invited to apply. The "Advanced Research in Marketing" specialization is also open to students from engineering schools, agronomy, pharmacy, political studies, psychology, sociology, foreign languages applied to management, etc. The diversity of courses is appreciated in this specialty, since the marketing is, by its very nature, a discipline opened to many other sciences (psychology, sociology, philosophy, economics, etc.).

### Practicals informations :

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- > Component : IAE de Grenoble - Graduate school of management

- > level : Baccalaurate +5
- > Duration : 1 year
- > Course type : Initial and Continuing Education
- > Location(s) : Grenoble - University campus

## Contacts

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### Program director

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