

# Advanced research in marketing 2nd year

Master in Marketing and sales



**Duration**  
1 year



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



**Language(s) of  
instruction**  
English

## 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.

**International education** : Internationally-oriented programmes

## International dimension

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

## Admission

## 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).

## Candidature / Application

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

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## Target

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.).

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## And after

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### Sector(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)

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## Useful info

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### Contacts

#### Program director

Jean-Luc Giannelloni

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#### Administrative contact

Administration M2 Research & data intelligence for marketing

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### Course location(s) - City

📍 Grenoble

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### Campus

🏠 Grenoble - University campus

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### Know more

Center for Studies and Applied Research in Management

🔗 <http://www.cerag.org>

Doctoral College

🔗 <http://ed275.upmf-grenoble.fr>

# Program

## 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