

Master in Marketing and sales

Brand marketing engineering 2nd year

Presentation

To view the presentation of the Brand marketing engineering 2nd year program in French click on the following link : [Parcours Ingénierie marketing des marques 2e année](#)

Registration and scholarships

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 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.

Practicals informations :

- > Component : IAE de Grenoble - Graduate school of management
- > level : Baccalaureate +5
- > Duration : 1 year
- > Course type : Initial and Continuing Education
- > Location(s) : Grenoble - University campus

Contacts

Program director

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Administrative contact



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