

Brand marketing engineering 2nd year

Master in Marketing and sales



Target level
Baccalaureate
+5



ECTS
60 credits



Duration
1 year



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



**Language(s) of
instruction**
French

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

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 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.

Useful info

Contacts

Program director

Rita Valette Florence

✉ Rita.Valette-florence@grenoble-iae.fr

Administrative contact

Administration M2 Ingénierie marketing des marques

☎ 04.76.82.73.52

✉ marketing-m2im@grenoble-iae.fr

Course location(s) - City

 Grenoble

Campus

 Grenoble - University campus