

1871

**EM**  
NORMANDIE  
BUSINESS SCHOOL



NATIONAL  
**TOP 3**  
Marketing  
2<sup>nd</sup> in ranking

INTERNATIONAL  
**TOP 100**  
International Management  
82<sup>nd</sup> in ranking



**MSc** MASTER  
OF SCIENCE

**MSc**

# INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT



Caen  
campus



September



Full Time



1 year



4 years of higher education  
TOEIC ≥ 790 - IELTS ≥ 6



Master of Science

## PROGRAMME HIGHLIGHTS +

- + 100% English-taught programme with an intercultural approach
- + Benefit from classes given by experts in Marketing, Sales, Purchasing and Procurement, International Affairs, Intercultural Management and Web Marketing
- + Build your own network thanks to business events and company meetings
- + CGE Label Degree approved by France's Ministry of Higher Education and Research (Master's level)



## EM NORMANDIE HIGHLIGHTS +

- + A Business School holder of many national and international accreditations: EQUIS, AACSB, AMBA and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 100 lecturers
- + 5,000 partner companies
- + More than 23,000 members of the EM Normandie Alumni association



The MSc International Marketing and Business Development is designed to provide expertise in International Business as well as Marketing methods and techniques. The programme is tailored towards helping you develop your future international career and prepares you to manage and lead international business projects.



The programme prepares students for a smooth and successful integration into the professional world. It is designed as a combination of theoretical business insights through lectures and seminars and practical implementations of business issues through company visits and business challenges. Students progress within a true international environment while building their hard and soft skills in perfect harmony with the requirements of the job market."

**DELPHINE MINCHELLA**  
ACADEMIC DIRECTOR

## CAREER OPPORTUNITIES

- **General information about the employment market:** Although international trade in goods has continued to drop during the third quarter of 2019, the industry is still flourishing. Employees with dual skill sets: Marketing/Digital Marketing and International Trade are sought after to thrive in new business environments (digital transformation, globalisation, etc.).
- **Examples of positions:** Product Manager, Category Manager, International Brand Manager, International Sales Manager, International Project Manager, International Marketing Consultant, Export/Import Manager, Zone Manager, Business Analyst, Subsidiary Manager, Marketing Manager, Digital Marketer.
- **Employment data for 2019, 2020 and 2021 graduates (based on the 2022 employability survey):**
  - 83% net employment rate
  - 74% in executive employment
  - 94% on permanent contracts
  - 24% work internationally
  - 60% of students in employment found a job before graduating
  - 86% of graduates in employment found a job within 4 months
  - 92% satisfied with their first job
  - Average gross annual salary including bonuses in similar roles : €41.850
- **Example of companies where our graduates work:** Mondelez International, Kantarmedia, Procter&Gamble, Thalès, Vivendi, Accor, Cisco international, Hènaff, Lactalis, Bouygues, Havas Media.



## PROGRAMME

CROSS-CULTURAL MANAGEMENT

INTERNATIONAL BUSINESS  
NEGOTIATION

INTERNATIONAL MARKET RESEARCH

E-COMMERCE, WEBMARKETING AND  
MOBILE MARKETING

NEW PRODUCT DEVELOPMENT

BRAND AND SERVICES MARKETING

INTERNATIONAL DEVELOPMENT  
IN PRACTICE

CRITICAL ISSUES IN MANAGEMENT

DIGITAL DISRUPTION AND INDUSTRY 4.0

BUSINESS CHALLENGE

CASES IN ETHICAL AND SUSTAINABLE  
DEVELOPMENT OR CHANGE  
MANAGEMENT AND ORGANISATIONAL  
TRANSFORMATION

RESEARCH METHODOLOGY AND  
DISSERTATION OUTLINE

CAREER PATH

INTERNSHIP

THESIS AND ORAL PRESENTATION

## PROFESSIONAL EXPERIENCE

- Business Challenge
- 4-to-6-month internship in France or internationally

## ADMISSION CRITERIA

Candidates must hold a four-year degree in Higher Education (4-year Bachelor Degree, BBA, Master 1, or equivalent). Other profiles may be accepted in derogation from these criteria.

Language requirements for non-english-native speakers: IELTS 6, TOEIC 790, TOEFL IBT 83 or proof that English was the candidate's language of study or work for at least a year.

Tuition fees for the year 2023-2024: €14,500

This programme is also available over two years for candidates who hold a three-year in Higher Education level (3-year Bachelor Degree, BMI, licence, or equivalent). Tuition fees on request.

More information about the Two-year MSc Track :  
[em-normandie.com/en/two-year-msc-track](https://em-normandie.com/en/two-year-msc-track)

Selection is based on a profile review and an interview. There are admission session monthly.

Apply online at [join.em-normandie.com](https://join.em-normandie.com)

## SCHOOL FOR LIFE

Join the School and instantly become a lifetime member of the EM Normandie Alumni Association.

Discover all the financing opportunities on the «Financing my studies» platform



## MORE INFO CONTACT US



[em-normandie.com](https://em-normandie.com)

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