

MASTER IN MARKETING AND ADVERTISING

Main Language of Instruction:

French ☒ English ☐ Arabic ☐

Campus Where the Program Is Offered: CFDSS

OBJECTIVES

The Master in Marketing and Advertising prepares students for careers in marketing and communication. Candidates must hold a Bachelor's degree. Additionally, an international program in partnership with IAE of Metz is available in the second year, entirely in Lebanon. This program enables students to earn two master's degrees—one from the Saint Joseph University and another from IAE Metz.

It provides comprehensive training in various types of marketing from the first semester. Half of the courses are taught by professionals from top companies or successful entrepreneurs, while the other half is led by academics renowned for their expertise in teaching and research.

The Master in Marketing and Advertising covers key topics such as new product development (evaluating potential, product testing, launch process, team management), branding (brand identity, aesthetic value, internal branding), communication (advertising creation, corporate communication, sponsorship, events), digital marketing (omnichannel strategies, digital optimization), and luxury product management. It also includes courses on marketing research tools (marketing studies, research methods). The program concludes with the writing and oral defense of a thesis.

Job opportunities after completing the Master in Marketing and Advertising program are diverse. Graduates can manage one or more products or brands, from design to consumer experience. They can also develop comprehensive communication plans, covering media and non-media, online and offline, as well as internal and external communication. They may work for manufacturers, distributors, advertising or event agencies, or media companies.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Diagnose the communication needs of a brand or company
- Develop the communication and media strategy of a brand or company
- Design a media and non-media communication campaign
- Implement and manage communication projects
- Monitor the implementation and effectiveness of communication campaigns

PROGRAM REQUIREMENTS

120 credits: Required Courses (60 credits), Institution's Elective Courses (60 credits).

Required Courses (60 Cr.)

Advertising Creation and Production (4 Cr.). Brand Management (4 Cr.). Luxury Communication (4 Cr.). Luxury Consumer: Expectations and Behavior (4 Cr.). Corporate Communication (4 Cr.). Creative Thinking (4 Cr.). Communication and Media Law (4 Cr.). Aesthetic Value and Brand Experience (4 Cr.). Qualitative Marketing Research (4 Cr.). Quantitative Marketing Research (4 Cr.). Omnichannel Marketing (4 Cr.). Research Methodology (12 Cr.). Sponsorship and Events (4 Cr.).

Institution's Elective Courses (60 Cr.)

Advanced E-Commerce (4 Cr.). AI-Powered Digital Marketing (6 Cr.). Entrepreneurship in Digital Business (4 Cr.). Content Marketing (4 Cr.). Data Analysis (4 Cr.). Digital Advertising Format (4 Cr.). Digital Marketing Optimization (4 Cr.). Digital Trends Seminars (IoT, Cyber Security, Big Data, etc.) (6 Cr.). E-Merchandising (2 Cr.). Internal Branding (2 Cr.). Lobbying and Influencer Marketing Strategy (4 Cr.). Thesis Part I - Digital Marketing (12 Cr.). Thesis Part II - Digital Marketing (12 Cr.). Sales Promotion (4 Cr.). Basics of a Luxury Business (4 Cr.). Design and Layout of a Luxury Boutique (4 Cr.). Counterfeits and Intellectual Property (2 Cr.). Humanizing the POS Customer Experience in an Omnichannel Context (4 Cr.). The New Trends of the Luxury Brands (4 Cr.). Luxury and Sustainable Development (4 Cr.). Luxury and Event Management (4 Cr.). Management of a Luxury Brand Identity (4 Cr.). Thesis Part I -

Luxury Management (12 Cr.). Thesis Part II – Luxury Management (12 Cr.). Thematic Seminar on Luxury (4 Cr.). New Product Design and Testing (3 Cr.). Customer Relationship Management (4 Cr.). Cultural Environment Seminars M2 (3 Cr.). Innovative Offer Distribution and Promotion (3 Cr.). Innovation Approach Seminars (8 Cr.). International Negotiation (3 Cr.). Marketing and Societal Challenges (3 Cr.). Research Thesis (8 Cr.). Implementation of a Research Project in Marketing and Communication of New Products (10 Cr.). Innovation Process (6 Cr.). Research in Marketing and Communication of New Products (3 Cr.). Semiology (6 Cr.).

SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
o63MKBRM1	Brand Management	4
o63LXCSM3	Luxury Consumer: Expectations and Behavior	4
o63CMCPM2	Corporate Communication	4
o63CRTHM1	Creative Thinking	4
o63DRCMM2	Communication and Media Law	4
o63QLRSM2	Qualitative Marketing Research	4
o63EVSPM2	Sponsorship and Events	4
	Total	28

Semester 2

Code	Course Name	Credits
o63PBCFM3	Advertising Creation and Production	4
o63VSIDM1	Aesthetic Value and Brand Experience	4
o63CMLXM4	Luxury Communication	4
o63MKEAM1	Quantitative Marketing Research	4
o63MKTOM2	Omnichannel Marketing	4
o63SEMNM2	Research Methodology	12
	Total	32

Semester 3

Code	Course Name	Credits
	Institution's elective courses	30
	Total	30

Semester 4

Code	Course Name	Credits
	Institution's elective courses	30
	Total	30

COURSE DESCRIPTION

063ECMAM3	Advanced E- Commerce	4 Cr.
<p>This course provides students with advanced knowledge of e-commerce and digital business strategies. It covers e-commerce business models, user experience optimization, performance analytics tools, and conversion and retention strategies. The aim is to equip students with the skills to design, manage, and effectively grow an online store in a competitive digital environment.</p>		
063PBCFM3	Advertising Creation and Production	4 Cr.
<p>This course examines the impact of globalization and internationalization on business, emphasizing the strategic role of competition, technology, and innovation—whether related to products or processes. Students will learn to recognize global trends and explore creative approaches that foster innovation.</p>		
063AIDMM4	AI-Powered Digital Marketing	6 Cr.
<p>This course offers students a thorough understanding of the role of artificial intelligence in digital marketing in planning, executing, or optimizing a company's marketing efforts. It focuses on how artificial intelligence can improve a company's marketing performance, efficiency, customer experience, and cost savings through data analysis (customer behavior prediction), research and content creation.</p>		
063LXBSM3	Basics of a Luxury Business	4 Cr.
<p>This course provides students with a comprehensive understanding of the unique dynamics, challenges, and strategies involved in the luxury industry.</p>		
063MKBRM1	Brand Management	4 Cr.
<p>This course examines product management, brand positioning, and the measurement and management of brand equity over time. It utilizes classic and current consumer and business case studies from leading marketers to illustrate effective strategies for building and managing products and brands. Topics include customer focus, brand positioning and identity, creating points of difference and competitive advantages, marketing communications and messaging including the Internet, and building customer loyalty. Additionally, the course covers brand portfolios, sub-brands, line extensions, and distribution strategies.</p> <p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none">- Explain effective brand management, including building brand equity and identity.- Develop brand strategies for consumer and business products and services.- Conduct a critical brand audit with actionable recommendations.- Collaborate in teams to research and apply branding concepts, demonstrated through written and presented work.		
063ENDBM4	Entrepreneurship in Digital Business	4 Cr.
<p>This course focuses on entrepreneurship, which has become the preferred domain for young people. It emphasizes the specific approaches and skills required in product design, business models, and sales highlighting the importance of innovation and creativity throughout the business development cycle. This course aims to raise awareness among students about the general rules of business creation and financing, equips them with the necessary personal skills, and familiarizes them with the phases that a startup goes through before becoming ready for acquisition. This course will take a practical approach by incorporating role-playing exercises.</p>		
063DRCMM2	Communication and Media Law	4 Cr.
<p>This course provides students with a comprehensive understanding of media and communication law, equipping them with basic knowledge of the legal issues and problems that may arise during the creation or execution of communication activities.</p>		

o63CTMKM3	Content Marketing	4 Cr.
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This course equips students with the knowledge, skills, and strategies necessary to create, distribute, and manage effective content that attracts, engages, and retains a target audience. Content marketing involves the creation and sharing of valuable, relevant, and consistent content to attract and retain a clearly defined audience.

o63CMCPM2	Corporate Communication	4 Cr.
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This course explores Institutional Communication, which serves as a management tool closely regulated by business leaders and is often referred to as Corporate Communication, Image Communication, or Corporate Image. Subtle and effective, it is primarily non-commercial, unlike commercial communication.

This course familiarizes students with various disciplines of Institutional Communication, supported by real-life case studies, whether local or international, recent, or legendary.

This course, delivered just before students enter professional life, provides a practical perspective on Institutional Communication that may inspire future career aspirations.

o63LXPIM4	Counterfeits and Intellectual Property	2 Cr.
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This course examines counterfeiting, defined as the reproduction, imitation, unauthorized use of intellectual property rights, including trademarks, design, patents, etc. As a form of intellectual property infringement, counterfeiting poses significant challenges for creators. This course covers the legal elements that can be implemented to combat trademark counterfeiting, enabling creators to protect their work.

o63CRTHM1	Creative Thinking	4 Cr.
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This course stimulates students' creativity making it an integral part of their lives. They will learn how to find inspiration for a new project, generate new ideas, and make informed decisions.

o63SMCEM3	Cultural Environment Seminars M2	3 Cr.
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By the end of these seminars, students will gain an in-depth knowledge of the cultural environment, and how it influences marketing. They will also be able to analyze the cultural environment and acquire knowledge about the major cultural systems in the market, assessing how these can serve as barriers or opportunities for the internationalization of companies.

o63CRMGM4	Customer Relationship Management	4 Cr.
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This course emphasizes the importance of integrating people, processes, and technology to enhance the value of Customer Relationship Management (CRM) for the bottom line. Students are expected to actively participate in class discussions, ask questions, and complete assignments and projects.

This course introduces differentiated customer treatment, to better retain them. This involves understanding the entire CRM approach, namely understanding, and anticipating the individual needs of consumers, offering personalized offers, and maximizing the long-term value of the relationship established with them.

o63SPSSL6	Data Analysis	4 Cr.
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This course familiarizes students with univariate and bivariate data analysis techniques. It equips them to support marketing decision-making by extracting valuable insights from raw data, such as market studies, customer databases, sales tracking, etc.

o63LXBTM3	Design and Layout of a Luxury Boutique	4 Cr.
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This course explores the concepts of concept stores, flagship stores, and connected concept stores, emphasizing the importance of creating luxury retail spaces that foster a privileged relationship with customers.

It covers the graphic, visual, and conceptual aspects of a luxury boutique.

o63DGAFM3	Digital Advertising Format	4 Cr.
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This course familiarizes students with various types of digital advertising formats and digital tools. Students will gain a comprehensive understanding of the strengths, limitations, and best practices associated with each format, allowing them to plan, create, and implement effective digital advertising campaigns across digital platforms and devices. This course equips them with the necessary tools for creating compelling content, alternating outbound and inbound marketing communication actions for an optimized strategy.

o63WBADM2	Digital Marketing Optimization	4 Cr.
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This course explores the pervasive role of digital technology in our daily lives. The convergence of media—television, books, radio, and mobile phones—is just one aspect of the digital revolution. Consumption of digital information increasingly occurs outside of its original formats. Social media platforms serve as primary tools for digital communication, capable of reaching large audiences. Companies across various sectors have established a presence on major social media platforms, such as Facebook, Twitter, and YouTube. Additionally, mobile communication (smartphones, tablets) plays a significant aspect of digital communication, with specific features like geolocation, personalized information, and ergonomic design being crucial to user experience.

o63DGSMM3	Digital Trends Seminars (IoT, Cyber Security, Big Data, etc.)	6 Cr.
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These seminars provide students with insights into the latest and upcoming developments in the digital landscape. Students will understand how these trends can impact various industries and how organizations can leverage them to stay competitive and innovative.

o63EMRCM4	E-Merchandising	2 Cr.
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This course teaches students how e-merchandising can help businesses optimize their online space through intelligent displays tailored to the customer's thought process and stage in the purchasing journey. Despite the rise of e-commerce models offering unique client experiences, online conversion rates remain low, and many businesses struggle with customer acquisition and retention.

Students will explore e-merchandising tools and techniques, and learn how to manage merchandising for online stores, which differs significantly from traditional offline merchandising management.

They will also learn how to properly animate online stores through the development and execution of yearly promotional and animation calendars.

o63VSIDM1	Aesthetic Value and Brand Experience	4 Cr.
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This course is designed for Master in Marketing and Advertising students.

It highlights the importance of visual identity, the elements of a brand and their adaptation in the establishment of a brand strategy and an IMC plan.

This course demonstrates how integrating visual identity and brand assets, including codes and supports, into a marketing communication plan helps students understand the success factors of brand architecture (brand mix, brand extensions): the visual psychology and the appropriate affective or rational atmosphere.

Students will propose or apply a graphic chart as a response to strategic recommendations for positioning and differentiation in a dynamic competitive environment.


o63LXVNM4	Humanizing the POS Customer Experience in an Omnichannel Context	4 Cr.
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This course focuses on enhancing the customer experience at physical touchpoints (in-person interactions) while considering the broader context of omnichannel interactions.

It equips students with the knowledge and skills needed to create a seamless, humanized customer experience integrated within an omnichannel strategy. This approach enhances customer satisfaction, loyalty, and brand perception.

o63RPRDM4	Implementation of a Research Project in Marketing and Communication of New Products	10 Cr.
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This course explains how to conduct a research project in marketing and communication for a new product, from design to production, while identifying the implications from both theoretical and managerial points of view. It



aims to help students identify and address the difficulties associated with implementing a research project in this field.

o63INSMM3	Innovation Approach Seminars	6 Cr.
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By the end of these seminar sessions, students will gain a comprehensive understanding of the role of time in the innovation process and acquire practical strategies to address temporal challenges across different areas of innovation. They will explore how factors like the innovation lifecycle, adoption speed, and time constraints affect creative thinking and the overall innovation process.

o63DPPRM4	Innovative Offer Distribution and Promotion	3 Cr.
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This course enables students to understand the fundamentals of communication and the marketing of innovative offerings. It aims to effectively market innovative products by choosing the most suitable channels and tools, and to communicate these offerings using communication tools.

o63PRIVM3	Innovation Process	6 Cr.
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This course aims to familiarize students with the stages of the innovation process for goods (service or product), the different innovation strategies employed by organizations, and the different methods to promote creativity and foster innovation in products and services. Students will explore techniques to develop creativity aimed at proposing product and service innovations, while also honing their entrepreneurial skills to contribute to the implementation of an innovation strategy within an organization.

o63BRINM4	Internal Branding	2 Cr.
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This course equips students with the knowledge and skills to effectively implement internal branding initiatives, fostering a cohesive brand culture and employee alignment. It covers the strategies and practices aimed at building a strong brand identity and culture within an organization.

o63INNGM3	International Negotiation	3 Cr.
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This course presents and analyzes the international environment, focusing on how it influences all international business decisions. It covers international negotiations as a process to bridge the differences between actors from different environments and to maximize value for all parties involved.

Students will learn how to connect the international business environment, especially the cultural dimensions and negotiation styles. They will explore how culture influences negotiating approaches and outcomes in an international business environment. This course also includes practicing international negotiations in a class setting.

o63MKINM2	Lobbying and Influencer Marketing Strategy	4 Cr.
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This course provides students with a comprehensive understanding of lobbying and influencer marketing, equipping them with the skills to develop and implement effective strategies in both fields. It prepares students for roles that involve influencing public opinion, shaping policies, and leveraging influencers for marketing success.

o63CMLXM4	Luxury Communication	4 Cr.
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This course is taught during the first year of the Master in Marketing and Advertising. It explores advanced concepts in communication, focusing on luxury communication, which stands out from other products/brands through its distinct codes.

o63LXCSM3	Luxury Consumer: Expectations and Behavior	4 Cr.
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This course emphasizes the psychological aspects of luxury consumer behavior, focusing on the emotional connection that purchasing a luxury product must evoke. It explains that consumers expect more than just impeccable brand knowledge and kindness from sellers; they seek to share a passion and engage in an interactive, emotional relationship with their boutique advisors, which they perceive as unique to their experience.



o63LXEVM4	Luxury and Event Management	4 Cr.
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This course enables students to strategically plan, execute, and evaluate luxury events, understanding how event management can serve as a powerful promotional tool for luxury brands.

o63LXDDM3	Luxury and Sustainable Development	4 Cr.
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This course provides a thorough understanding of the concepts of luxury and sustainable development, emphasizing how these two domains can interact and coexist. It highlights how luxury brands can integrate sustainable practices into their operations, from product design to supply chain management, and encourages ethical and sustainable consumer purchasing behaviors.

o63LXBRM3	Management of a Luxury Brand Identity	4 Cr.
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This course covers all the intricacies of managing a luxury brand over time. It explains the longevity of luxury brands through the protection of their identity and justifies the legitimacy of their affiliation with luxury. It addresses the implemented marketing strategies and recounts the challenges of the numerous extensions chosen by these luxury brands.

o63MKSCM4	Marketing and Societal Challenges	3 Cr.
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This course explains the role of marketing in addressing societal challenges, particularly environmental and social issues, including communication and the development of products and services.

It enables students to connect Corporate Social Responsibility (CSR) initiatives with the products and services offered, and to implement a marketing strategy that aligns with an organization's CSR policy. It also aims to utilize marketing techniques to enhance the well-being of individuals and society.

Specific applications include non-governmental organizations and public bodies seeking to promote voluntary behavior adoption among target audiences.

o63TSNPM4	New Product Design and Testing	3 Cr.
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This course has a dual objective: to learn the fundamental elements of product design and eco-design, and to understand how to conduct and interpret studies and tests for new products.

The aim is for students to mobilize all the elements of product design and its eco-design, as well as to understand the fundamentals related to conducting and analyzing studies and tests for new products.

o63MKTOM2	Omnichannel Marketing	4 Cr.
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This course delves into the fundamentals of e-commerce, exploring the vast opportunities it presents for businesses, including enhanced marketing strategies, expanded product ranges, and increased sales. With an optimized and well-developed website, companies can provide customers with convenient, round-the-clock service. The COVID-19 crisis has further accelerated the growth of e-commerce, reaching new firms, customers, and product categories. Throughout this course, students will create an e-commerce website using Ecomz and learn how to effectively amplify and promote their products and services.

o63QLRSM2	Qualitative Marketing Research	4 Cr.
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This course introduces "exploratory" studies, which facilitate the discovery of new domains without preconceived notions. It explains the application of qualitative studies in understanding processes or mechanisms. Students will explore various methods of qualitative data collection. This course will comprise interactive lectures, a project, and the analysis of scientific articles.

o63MKEAM	Quantitative Marketing Research	4 Cr.
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This course focuses on new trends in market research, particularly observational studies (such as audience measurement, ethno-marketing, and eye-tracking), the use of experimental designs in marketing tests, and online studies.

063CMNPM3	Research in Marketing and Communication of New Products	3 Cr.
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This course aims to provide students with knowledge and insights into research conducted in marketing within their chosen specialty, enabling them to better analyze their future professional practices. Organized around thematic seminars, this course equips students with the keys to understanding theoretical concepts related to marketing and communication of new products through the reading and analysis of research articles.

063SEMNM2	Research Methodology	12 Cr.
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This course provides a foundational understanding of the basic concepts and principles of research, including the scientific method, hypothesis formulation, and the importance of research in various fields. Students will learn how to design and plan a research study, including selecting appropriate research methods, defining research questions or hypotheses, and outlining the overall structure of the research.

063MMRCM4	Research Thesis	8 Cr.
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This course equips students to conduct a research project in marketing and communication for new products, enabling them to derive implications from both theoretical and managerial perspectives. The objective is to identify, understand, and be able to apply the conceptual and managerial implications of various research conducted in marketing and communication of new products, culminating in a research thesis including an empirical component.

063PRVNM2	Sales Promotion	4 Cr.
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This advanced course focuses on the role of promotional efforts in society, and how organizations leverage them to achieve their marketing objectives. This course emphasizes the practical application of knowledge gained in previous courses, particularly in the development of an Integrated Marketing Communications (IMC) campaign that highlights sales promotion to enhance sales.

Students will explore the primary objective of sales promotion to influence changes in the demand pattern of products and services. This course outlines three specific objectives of sales promotion. First, it provides important marketing information to potential buyers.

Second, it seeks to persuade and influence these buyers through compelling measures. Third, this course highlights sales promotion as a powerful competitive tool. Furthermore, this course delves into how sales promotion measures also play an important role in attracting new customers to an organization. These new customers are those drawn away from competing firms. Throughout the course, students will learn about various tactics—such as samples, gifts, and prizes—that organizations use to encourage consumers to try new brands or shift their loyalty to different dealers.

063SEMLM3	Semiology	6 Cr.
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This course familiarizes students with the main mechanisms of persuasive communication, whether advertising, social (especially preventive), or societal. It covers various key variables involved in the communication process and introduces students to models, theories, and concepts that illuminate how communication functions. This course encourages students to reflect on the consequences of practical communication choices and to use scientific data to understand the implications of these choices, while remaining highly practical and extensively illustrated with examples and case studies. It thus complements the insights provided by communication practitioners.

063EVSPM2	Sponsorship and Events	4 Cr.
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This course introduces the sponsorship industry, focusing on key aspects such as sponsorship management competency, standards, and risk management. Students will explore how sponsors influence market demand and contribute to companies' improvement, as well as the different types of sponsorship and its implications to the events industry. The course will clarify the distinction between sponsorship and fundraising, while also examining current trends among sponsors and the impact of emerging economies like the UAE, China, and Singapore on the international event landscape. Students will identify the different trends that are currently shaping the sponsorship and event industry, and analyze the strategic planning involved, particularly the sponsorship process. The course will also involve the examination of scholarly articles related to sponsorship and culminate in a critical assessment topic designed to evaluate students' understanding of the material covered.

o63LXSMM4	Thematic Seminar on Luxury	4 Cr.
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This seminar facilitates in-depth discussions with experts in luxury management on key topics such as brand positioning, customer experience, market trends, sustainability in luxury, and digital transformation.

o63LXNTM4	The New Trends of the Luxury Brands	4 Cr.
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This course offers students an in-depth perspective on the latest trends in luxury brands, equipping them to contribute to or innovate within this dynamic industry. The main objective is to examine emerging trends in the luxury industry, focusing on recent changes and developments in style, consumer behavior, and innovations.

o63MMD1M3	Thesis Part I – Digital Marketing	12 Cr.
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This individual work involves conducting an exploratory study, namely a literature review potentially supplemented by expert interviews, on a marketing theme of particular interest to the student in the field of digital marketing, under the supervision of a thesis supervisor. It culminates in the writing of a literature review (in French or English depending on the chosen thesis supervisor) to be presented during an oral defense.

While there are no specific prerequisites for the thesis itself, students must have completed at least 50 Master's credits before initiating the thesis. This work will be preceded by a "Research Methodology" course aimed at introducing the methodological foundations of the thesis. Finally, the theoretical aspect of the thesis will be followed by an empirical study conducted in the fourth semester.

o63MMD2M4	Thesis Part II - Digital Marketing	12 Cr.
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This project builds on the theoretical foundation established in "Thesis I," serving as its practical component. Students will conduct an empirical study, typically quantitative, on a selected marketing theme within the digital marketing sector, previously explored in the theoretical phase of "Thesis I." The work culminates in a thesis of approximately sixty pages (excluding appendices) that integrates both theoretical and practical insights, and concludes with an oral defense.

o63MMX1M3	Thesis Part I – Luxury Management	12 Cr.
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This individual work involves conducting an exploratory study, namely a literature review potentially supplemented by expert interviews, on a marketing theme of particular interest to the student in the field of luxury management, under the supervision of a thesis supervisor. It culminates in the writing of a literature review (in French or English depending on the chosen thesis supervisor) to be presented during an oral defense.

While there are no specific prerequisites for the thesis itself, students must have completed at least 50 Master's credits before initiating the thesis. This work will be preceded by a "Research Methodology" course aimed at introducing the methodological foundations of the thesis. Finally, the theoretical aspect of the thesis will be followed by an empirical study conducted in the fourth semester.

o63MMX2M4	Thesis Part II - Luxury Management	12 Cr.
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This project builds on the theoretical foundation established in "Thesis I," serving as its practical component. Students will conduct an empirical study, typically quantitative, on a selected marketing theme within the luxury management sector, previously explored in the theoretical phase of "Thesis I." The work culminates in a thesis of approximately sixty pages (excluding appendices) that integrates both theoretical and practical insights, and concludes with an oral defense.

o63GSRHM2	Talent Management	4 Cr.
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This course covers the core principles of human resources, exploring the most used tools and techniques, and emerging trends in the field. It offers a practical approach integrating both behavioral competencies and technical expertise for a proper implementation and management of the Human Resources functions, in line with organizational goals.