

Institut de gestion des entreprises  
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## Presentation

The Master in Marketing and Advertising at IGE offers a wide variety of courses about the different facets of marketing from the first semester of the first year. Teaching is provided by professors well-known for their academic research and by professionals working in leading companies or in their own companies. The program includes around 250 hours of courses entirely dedicated to marketing, dealing with marketing innovation, branding, communication, digital marketing, social media as well as tools for research in marketing. In addition, the master ends with the writing and oral defense of a thesis.

## Objectives

Train managers specialized in marketing and communication, with multiple skills such as being able to:

- Manage a product, a range, an event
- Create and develop strong brands
- Design, implement and control communication strategies (above-the-line, below-the-line, digital or internal communication)

## Partnership and agreement

University of Lorraine / USJ-IGE double degree

An agreement between Saint-Joseph University – Institute of Business Administration and University of Lorraine – IAE Metz provides all students with a unique opportunity to obtain a double master's degree from both universities.

### Name and contact

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## Admission Requirements

- 1 Bachelor's degree or Master's degree for a direct access to Master 2nd year (regardless of the initial background)
- 2 Application study
- 3 Interview



## Teacher Testimonial

Naji Boulous, *Instructor and Consultant in marketing and communication*

The Master in Marketing and Advertising combines business acumen, communication and creativity. This Master's degree attracts more and more students each year, who wish to master the techniques of both traditional and digital marketing. This is further accentuated by the different and versatile students' backgrounds, hence creating an inclusive atmosphere, as well as unique exchanges in the classroom.

## Organization

The courses take place over two years (at least 4 semesters).

Courses are scheduled in the late afternoon starting 6 p.m. which allows students to carry out a professional activity while attending classes.

## Curriculum

- Branding
- Visual Identity and Brand Experience
- Internal Branding
- Omnichannel marketing strategies
- Digital Marketing Optimization
- Social Commerce
- Social Media Trends
- Luxury Communication
- Corporate Communication
- Advertising Creation and Production
- Sponsorship & Events
- Advanced Marketing Research
- Customer Relationship Management
- International Negotiation
- Creative Thinking
- Entrepreneurship
- Talent Management
- Change management
- Managing Innovation Team
- Financial Analysis and Business Plan

## Career Opportunities

### Targeted positions

- Product Manager, Brand Manager
- Account Manager, Communication Coordinator
- Digital Communication Specialist, Social Media Coordinator
- E-commerce Manager, Sales Manager
- CRM Manager, Market Research Manager

### Areas of employment

- Manufacturers or Services companies
- Social Media or Internet companies (Facebook, Google...)
- Distribution and retail companies (Fattal, Abou Adal...)
- Advertising network and media agencies, Events agencies
- Market Research Institutes or Consulting companies

## Alumni Testimonial



Patrick Rizk, *Regional Agency Sales Manager at Google - UAE.*

I reached a key management position at Google thanks to a combination of hard work and perseverance, and the academic program I had at IGE. IGE offers a great learning ecosystem that allowed me to hone my skillset and gain great insights into the marketing field.

On one hand, the diversity of the courses provides you with valuable knowledge in all aspects of marketing (product/brand, consumer, communication, digital, commercial, distribution). On the other hand, the professors combine years of professional experience and academic knowledge, allowing to foster a unique exchange environment between faculty and students. The more you ask, the more you learn at IGE.

To end, this program allowed me to develop useful skills for my career and played a key role in my success.