

SP5 MARKETING & BRAND MANAGEMENT

Berlin

Programme certifié par l'Etat Niv.I

Admissions Paris

01 56 07 00 05

“Hard work beats talent”

Offered at Macromedia's 100% English-speaker campus filled with international students from around the world, this year-long program consists of full time classes starting from early October until mid-February. Topics covered are including: Brand Management, Marketing, Media Studies, Public Opinion, PR and Market Communication. These courses are followed by a six-month internship and a professional project that students will have to present the following September.

The goal of the professional project is to write a business plan and to found a real company or product in the communication and digital sectors. Students are working in teams of two or three and defend their project to a jury of professionals. The best projects will have the opportunity to receive support from INSEEC in the form of incubator space.

COURSES :

455H - 60 CRÉDITS ECTS

Current Issues in Media and Communication
Current Issues in Media and Communication
Marketing Concepts
Brands and Brand Management
Media Studies and Public Opinion
PR and Market Communication

CAREERS :

- Director of Communication (internal and external)
- Marketing Director

AT THE END OF SCHOOL

Employability	
School exit salary	€ € € € € €
Salary after 5 years	€ € € € € €

MOST OF THE PROGRAM



Professional Project

At the end of the 5th year, the students must defend before a committee, a Professional Personal Project in order to graduate whether they studied in France or abroad. The professional project is the creation of a new start-up business with students working in groups of 3 or 4. Whether the business is a new product or service, this exercise encourages students to develop their managerial, financial skills as well as the knowledge of business law,

Sup de Pub encourages its students to embark on the entrepreneurial adventure. At the end of SP5, the best professional projects benefit from one year of hosting within the INSEEC Group's business incubator and two other specialist incubators.