



# INTERNATIONAL BRAND STRATEGY & MARKETING

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.1 (FR) – NIV.7 (EU) | 455 HOURS | 60 ECTS CREDITS  
RNCP TITLE : MANAGER MARKETING ET COMMERCIAL  
OPTION INTERNATIONAL BRAND STRATEGY AND MARKETING  
OVERALL COURSE | STUDENTS NUMBER : AROUND 40  
GRADUATION RATE – 100%

PARIS  
WORK-LINED TRAINING\* *OR* FULL-TIME PROGRAM  
ACCESS TO HANDICAP COURSE   
RNCP CODE 23639 | CPF CODE 248171  
EDUCATION PRICE – 9 850€ (PARIS)

**Brand Strategy is the emblematic profession of advertising agencies worldwide. It leads to jobs such as head of advertising, marketing manager or account planner often managing accounts worth millions of Euros.**

## – MAIN SUBJECTS

- Media Planning
- Account Planning
- Social Media
- The art of pitching
- PR Strategies
- Brand Management
- Marketing research
- Consumer Behavior

## – GOALS, SKILLS AND ABILITIES

### Find the keys to build a solid communication strategy

This 5th year program is designed for students wishing to benefit from an international experience in an English-language program. Our aim is to give students the theoretical background knowledge as well as practical insights into the design, production and placement of advertising campaigns. Our curriculum allows rapid integration into a professional environment where INSEEC School of Communication is a well-known and respected institution for over 30 years. Our lecturers, who are also industry professionals, teach our students the skills and knowledge they are looking for in their future employees.

A number of seminars in trending areas such as Blockchain Technology, Storytelling, Digital Myths & Reality etc. are organised throughout the programme in order to maintain a high level of cutting-edge relevance.

At the end of their Master, students can follow our Digital MBA Management, a 100% online training that gives all the keys to manage and build a society !

## – EVALUATION AND TEACHING INNOVATIONS

### Start-up 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.

## LEARN MORE

### *Intake in September*

**Cours** : september to january

**Internship** : february to july

**Defense of the Capstone Project** : september

### *Pre-requisites*

Bac+4 or equivalent (VAP\*\*), TOEIC 680, B2 Level, a good general culture, to be in constant watch over the news.

### *Our added value*

#### **The Career Center**

Students can find their internship thanks to the Career center. They help them for interview coaching, resume writing, job search...

#### **Quality speakers**

The classes are all led by professionals from the communication, marketing or creative sector. Emphasis is placed on immersive or reverse pedagogy.

### *Careers*

- Director of Communication (internal and external)
- Marketing Director
- Media Planner
- Strategic Planner
- Community manager