


MSc1
-
MSc2

BRAND STRATEGY AND STRATEGIC PLANNING

RNCP TITLE : MANAGER DE LA COMMUNICATION DE MARQUE

PROGRAM INFORMATION

	BORDEAUX - LYON	PARIS
24-month apprenticeship	22 000 €	22 500 €
Initial SP4	10 400 €	10 600 €
Parallel admission SP5 in apprenticeship	11 400 €	11 600 €
Parallel admission SP5 in initial	10 900 €	11 100 €

24-month program recognized and certified by the State at level 7
910 hours | 120 ECTS credits | Group size: min 15 - max 39
RNCP Code: 37775 | Degree Code: 16X32037
Employment rate and graduation rate: *Title acquired in 2024**
Accessible to individuals with disabilities 

ENROLLMENT & SCHEDULE

📍 September intake

Schedule:

1 week at school / 3 weeks at a company for 24 months starting in September.

📍 February intake

only available in Paris

Schedule:

1 week at school / 3 weeks at a company for 18 months starting in February.

Understanding audiences is at the core of marketing and communication consulting professions. It is the strategic planning department's responsibility, in particular, to integrate the perspective of the target audience into the thought process. Trend monitoring, qualitative and quantitative studies, expert interviews... all means are good for uncovering insights—and thus better informing the recommendation work. The goal: to enable brands to continually adapt to their audiences and develop their innovation capacity.

YOU WILL LEARN TO

Adopt the consumer's point of view

You will learn to develop a better understanding of the target audience and track insights. Through tools and methodologies borrowed from the humanities, you will delve into the study of trends, behaviors, and consumer needs. To communicate effectively, it's best to seek affinity!

Develop a strategic vision

After studying comes recommendation... You will learn to craft strategic visions — and to defend them, both in writing and orally, to decision-making teams. Your favorite subject: the brand from every angle, from its DNA to its storytelling, from its current commitments to its future innovation potential.

Manage a communication plan from A to Z

You will learn the design and implementation of an integrated communication plan. Defining creative concepts, coordinating teams and resources, measuring performance, etc.: you will need to master the entire value chain of a campaign to effectively manage projects.

PREREQUISITES

You must hold a validated Bachelor's degree (180 ECTS) or, for parallel admission, a Master's degree (240 ECTS), a level 6 certification or equivalent, preferably in the fields of Communication, Advertising, or Marketing, and pass the selection tests of the institution (or equivalent for foreign candidates).

The Executive program has specific prerequisites, taking into account professional experience.

MAIN COURSES

First Year Courses (MSc1)

455H - 60 ECTS

- Strategy and campaign
- Methodology and analysis
- Strategic marketing
- Brand identity
- Brand diversification
- Insight and users studies
- UX
- Actuality
- Competition
- Introduction to international relations
- Techaway No Code L2 datamarketing
- Innovation project
- Trends
- Case study
- Basics marketing
- Work paper
- Planning strategic project
- Softskills
- Strategist's values
- Production and creative support
- Strategic recommendation
- KPI and performance
- Communication law
- Planning audience
- Budget

Second Year Courses (MSc2)

455H - 60 ECTS

- Professional project
- Trends & prospective
- Brand utility
- Branding & brand management
- Strategic content
- Data and insight
- Measure & analytics
- Methodology & disruption
- Strategic project
- Relationship & team management
- CSR module
- Work experience
- Professional skills

ASSESSMENT METHODS

The diploma is obtained through the acquisition of 120 ECTS credits through various individual or collective professional situations, written or oral.

Including the flagship end-of-year project: Creating a startup. Learners form mixed project groups from different specialties to successfully complete this major pedagogical exercise. The goal is to acquire the entrepreneurial knowledge necessary to create their own fictitious startup. Those who wish to do so will have the opportunity to join Omnes Education's incubator to be supported in deploying their concept in reality.

Competitions: These are professional situations and highlights of the program. Students work on a real client brief presented by the agency and/or the brand to address an acquisition or retention issue. This cross-cutting recommendation is made collectively with a distribution of deliverables based on each student's skills.

A period of professionalization in a company is also required during the program.

CAREERS AND CAREER PERSPECTIVES

(Indicative starting salary: €31k - €36k)

- Strategic Planner
- Research Analyst
- Account Manager
- Account Director
- Communication Manager
- Brand Manager

WHAT SETS US APART + OUR PEDAGOGICAL METHODS

Access to an influential network:

By joining Sup de Pub, you benefit from privileged access to an active network of 13,000 alumni, an influential professional community within numerous brands. This connection opens up multiple opportunities for partnerships and collaborations, thus strengthening your professional journey.

Quality speakers:

Our professional speakers, all experienced and passionate, are regularly accompanied and trained in the latest pedagogical methods. They ensure that each course is a rewarding and relevant experience for our students.

Immersive pedagogy:

Our students develop their knowledge and skills by working on real and concrete projects proposed by our partners throughout the year. This allows them to face current professional challenges.

Interactive and personalized learning:

Through our Omnes online platform, we offer a unique learning experience, personalized and enriched by digital advancements. Inspired by series and video games, our engaging and scripted formats aim to arouse curiosity and engagement among students. The goal is to enable learning in a different, playful, and interactive way.

Unique knowledge:

Our SHIFT(s) programs allow students to deepen their knowledge of environmental, societal, and cultural subjects while obtaining additional certifications. Through activities such as online conferences, masterclasses, didactic resources, practical exercises, and group work, we foster the development of critical thinking and collaboration. These programs will equip you with knowledge and skills that make a difference.

Innovative and essential tools:

The evolution of Big Data and artificial intelligence requires constant adaptation of our pedagogy. That's why all our programs now integrate short and evolving training courses covering data analysis, programming, no-code tools, and the fundamentals of cybersecurity. An opportunity to acquire the highly sought-after technical skills of Artificial Intelligence by recruiters.

YOUR WORK-STUDY PROGRAM AT SUP DE PUB

The NEMO platform to find an apprenticeship or a job

Sup de Pub facilitates the search process for its students. The platform gathers in a single database all internship, apprenticeship, and entry-level job offers from the 10,000 partner companies of the Omnes Group. Accessible upon registration, you can upload your CV or apply directly to a job posting !

Personalized follow-up in your professional journey

We accompany you at every step: job offers, CV and cover letter workshops, coaching sessions, interview simulations, company targeting. As a bonus, advice to refine and strengthen your «Personal Branding».

Regular events on our campuses

Frequent meetings with our partner companies during Job Dating and recruitment forums. It's an opportunity for you to secure an internship or apprenticeship, as well as to expand your professional network !

OUR CSR COMMITMENT INTEGRATED INTO OUR PEDAGOGY

CSR is at the core of our programs from the undergraduate level. We raise awareness among our students about the major challenges of communication and encourage them to integrate sustainability into their practices. To materialize this commitment, we have initiated several initiatives :

Specialized training and awareness at the undergraduate level

As part of the PACT project (*Programme d'Action Citoyenne de Terrain*), our students actively engage in volunteer missions with associations. This experience allows them to contribute to environmental, social, and solidarity causes, thus enhancing their academic and professional journey.

Moreover, our programs include numerous courses and workshops that explore the evolution of communication practices, with a particular focus on engaged communication and carbon footprint evaluation. Conferences led by recognized experts enrich this approach deepening the understanding of climate challenges and fostering our students' civic and societal engagement.

CSR commitment at the graduate level

Our programs integrate certified CSR skills and the TASK™ certification. Our students participate in concrete CSR projects in collaboration with companies or as part of the *Grande Compétition Sup de Pub* dedicated to «a Great Cause». They can become CSR ambassadors or get involved in campus initiatives. At the end of their program, a positive impact entrepreneurial project is carried out, offering practical experience and strengthening their commitment to CSR.

TRAINING OBJECTIVES

Skills Blocks

- Block 1 – Conduct a brand and communication diagnosis
- Block 2 – Define the brand and its communication strategy
- Block 3 – Implement the brand communication strategy
- Block 4 – Measure and optimize the performance of the brand communication strategy
- Block 5 Option 2 – Manage strategic planning in an agency

ATTESTED SKILLS AND ABILITIES

Conducting a brand and communication diagnosis

- Assessing the alignment between the desired image and the perceived image of the brand
- Evaluating the effectiveness of current brand actions
- Mapping major players in the competitive landscape
- Analyzing the brand's context
- Designing and presenting a synthesis report of the conducted diagnostics

Defining the brand and its communication strategy

- Defining or redefining a brand's identity through a platform
- Defining or redefining brand signs and charters
- Mapping target audiences to identify insights
- Determining communication objectives
- Building and presenting the strategic communication plan

Implementing the communication strategy

- Assembling and mobilizing teams around the strategy
- Briefing the teams involved based on the specifications
- Coordinating teams by monitoring individual and collective progress
- Managing project budgets and schedules
- Monitoring and controlling the quality of deliverables

Measuring and optimizing the performance of the brand communication strategy

- Organizing the collection of performance data
- Analyzing the data collected through reporting
- Sharing the results of the communication project
- Designing corrective measures to be implemented

Managing strategic planning in an agency

- Deepening surveillance by multiplying sources of information
- Co-building a strategy with a client through workshop design
- Developing a response to a call for tenders
- Developing strategic content for the agency