The Toulouse Business School Master’s Degrees guarantee quality and academic excellence thanks to its training based on the highest standards of teaching, research and work placement.

1. **Toulouse Business School is certified by all three international accreditations in the sector: EQUIS, AMBA and AACSB.** Only 2% of business schools in the world have obtained all three accreditations.

2. **Toulouse Business School is among the top 10 best Business Schools in France** according to the publications “Challenges”, “Le Point”, “Le Parisien” and “Le Figaro Étudiant”.

3. Internationally recognized, TBS is among the top **70 Business Schools in Europe** according to the Financial Times, and our Master in Management stands **30th in the FT’s Masters in Management 2014 ranking.** Moreover, nine of our Master programs are included in Eduniversal/SMBG’s ranking of the Best Masters worldwide.

4. **Our professors are also researchers.** Coming from different countries, Toulouse Business School’s professors are renowned experts in their disciplines and in research in the fields of entrepreneurship, finance, marketing, management and human resources.
Employability is at the core of our Masters

94% of our Master graduates find employment within 6 months of completing their studies.

72% obtain permanent contracts.

46% were working before finishing school.

Hao Wang
MSc Marketing Management and Communication alumni

“After completing a 4-year program in Beijing, I joined the MSc Marketing Management & Communication program at Toulouse Business School in 2011. I invested a lot in myself, not only academically but also in developing friendships with the diverse multi-cultured TBS students. The great academic training, matched with practical experience, has certainly given me the knowledge I need to launch the first step of my professional career!”

Global Alumni Community

TBS has an active global community of 30,000 alumni. The alumni association offers social and professional networking opportunities, an alumni directory and career support for both current students and graduates.

Nahuel Diaz
MSc Marketing student

“I studied the Bachelor in Management at TBS Barcelona and that’s why this Master meets my expectations: international lecturers, professionals and high educational standards. I also like the multicultural environment of the school, the chance to do a meaningful 6-month internship and the fact that both the staff and the teachers are always there if you need them”.

We help you find employment

During the 18 months of a Master of Science program at TBS, students can take advantage of our Career Starter service, which provides personalized coaching and help in the search for work placements and jobs. Career Starter includes:

- Training sessions on job search tools and techniques
- Personal development
- One-on-one interviews with human resources specialists
- Speed coaching sessions

United with business

More than 1,200 professional advisers from the corporate world join our faculty to offer insight and guidance to our students. We have close ties to all local business sectors as well as over 150 national and international companies, which enable us to provide dynamic teaching and training opportunities that prepare students for a fast-changing business world.
MSc MARKETING - BARCELONA

Degree: Master of Science, double degree by TBS (Toulouse Business School) and UPC (Universitat Politècnica de Catalunya)
ECTS: 90
Location: Barcelona
Full time program: 12 months of classes + 6 months of professional project or internship in company
Intake: January
Language: English
Entry requirements: Bachelor degree or upper and GMAT/GRE score or TBS admission online test
Application fees: 100€
Tuition fees: 11,950€
Excellence Scholarships: Up to 2,000€ to high admission scores
Student profile: Recent graduates with or without experience (max. 2 years)
Class time: Variable from 9am-7pm from Monday to Friday

Faculty

The professors at Toulouse Business School are the foundation of its leading research, practical education and profesional expertise. All our professors are experts in their respective fields.

Lourdes Pérez
Master of Science program coordinator at TBS Barcelona

“The Master of Science programs run by TBS Barcelona and the UPC are double degrees based on learning by doing. All learning and theoretical frameworks are applied to real business situations. Plus, these are qualifications backed by the international recognition of the TBS, accredited by EQUIS, AMBA and AACSB.”

How to apply?

Requirements:
- Bachelor degree (or equivalent) or upper
- GMAT/GRE score or TBS admission online test
- Under 29 years old on the course start date

Online application:
http://application.tbs-education.es/
Admission Criteria: Scores on your tests (GMAT or GRE or TBS online test)

Where to take TBS online test:
Tests take place on the Barcelona Campus for candidates living in Spain, and on the Toulouse Campus for candidates living in France. For candidates living in any other country, TBS offers the possibility to pass the tests in a collaborating center close to the candidate’s residence and chosen by TBS.
Contact: admission@tbs-education.es
+34 933 100 111
What is the **MSc in Marketing** like?

**Objective:**
To acquire advanced knowledge and skills to implement, manage and evaluate marketing strategies in today’s world.

**Course content in Barcelona:**

<table>
<thead>
<tr>
<th>1st SEMESTER</th>
<th>2nd SEMESTER</th>
<th>3rd SEMESTER</th>
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</thead>
<tbody>
<tr>
<td><strong>Common core</strong></td>
<td><strong>SESAME</strong></td>
<td><strong>Professional experience</strong></td>
</tr>
<tr>
<td>• Human Resources</td>
<td>Strategic consulting project for a real company</td>
<td>Company Internship or Professional Project</td>
</tr>
<tr>
<td>• Business Strategy</td>
<td>3 Professionalization Options (To choose one)</td>
<td>(6 months minimum)</td>
</tr>
<tr>
<td>• System Dynamics</td>
<td>&gt; B2B Management</td>
<td><strong>Company Internship:</strong></td>
</tr>
<tr>
<td>• Business Plan</td>
<td>• Professional Behaviour</td>
<td>To complete a full-time placement in business, where students work on a project that is relevant to their chosen professional option. At its end, they must present a professional thesis based on the experience in front of a judging panel.</td>
</tr>
<tr>
<td>• International Business</td>
<td>• B to B Management</td>
<td><strong>Professional Project:</strong></td>
</tr>
<tr>
<td><strong>Marketing courses:</strong></td>
<td>• Business Development</td>
<td>To put into practice a business plan students have. If approved, it can be validated as the professional project.</td>
</tr>
<tr>
<td>• Marketing intelligence and consumer insights</td>
<td>• B to B Marketing</td>
<td></td>
</tr>
<tr>
<td>• Communication strategy</td>
<td>&gt; B2C (optional tracks: Mass Markets and Fast Moving Consumer Goods or Fashion and Luxury Marketing)</td>
<td></td>
</tr>
<tr>
<td>• Social Media, Online advertising and E-commerce</td>
<td>• Market Research</td>
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<tr>
<td>• Relationship Marketing and Big data</td>
<td>• Mix Product Management</td>
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<tr>
<td>• Branding</td>
<td>• Communication</td>
<td></td>
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<tr>
<td>• Marketing in a B2B context</td>
<td>• Distribution and Channels</td>
<td></td>
</tr>
<tr>
<td><strong>Optional Track in fashion and luxury marketing:</strong></td>
<td>• Sales and Negotiation</td>
<td></td>
</tr>
<tr>
<td>• Consumer behavior and market understanding</td>
<td>• Personal Development</td>
<td></td>
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<tr>
<td>• Marketing Strategies in fashion and luxury industries</td>
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<td></td>
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<tr>
<td>• Building a value proposal for fashion and luxury goods</td>
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<tr>
<td>• Luxury audit</td>
<td></td>
<td></td>
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<tr>
<td>• The impact of sustainability and ethical issues in the luxury marketplace</td>
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<tr>
<td><strong>Projects:</strong> Market research and communication Projects Developing a communication campaign</td>
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<tr>
<td><strong>Workshops and company visits</strong></td>
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</tbody>
</table>

> The program offers three professional options:

**B2C Management, B2B Management and International Business.**

- **OP B2B Management.** This option will provide an understanding of business relations between companies that buy goods and services for use in the creation of their businesses.

- **OP B2C Management.** This option prepares students to enter the field of marketing and business in large-scale consumer firms or selective distribution businesses, specifically targeting end users.

- **OP International Business.** This option is designed to prepare students to be professionally competent in different types of international positions, in multinationals or SMEs.

> The special track **Fashion & Luxury** taught during semesters 1 and 2 in specific subjects.

The objective is to set out the fundamental and basic concepts in an introduction to the fashion and luxury sector. In the second semester, through the professional option B2C, the aim is to develop further knowledge and a high level of understanding of the dynamics and business models in the sector.
MSc MARKETING MANAGEMENT & COMMUNICATION - TOULOUSE OR PARIS

**Degree:** Master of Science Toulouse Business School

**ECTS:** 90

**Location:** Toulouse or Paris

**Part time program:** in Toulouse (Friday and Saturday morning)

**Full time program:** in Paris (Monday to Thursday)

**Intake:** October (Part Time in Toulouse), November (Full Time in Paris)

**Language:** English

**Entry requirements:** Bachelor degree or upper, IELTS 6.0 or TOEFL / TOEIC equivalent and personal interview

**Application fees:** 100€

**Tuition fees:** 13,950€ European students. 15,500€ non-European students

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**Professional world**

TBS provides students with the immersion in European culture, and more specifically in French culture. With the MSc, students get access to daily life of French companies and business. Moreover, personal branding is highly developed during the program so our graduates can develop their career plans and skills.

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**Stéphane Bernard**
Head of MSc Marketing Management & Communication

“This program strives to be a flagship of academic excellence and a true asset for our students’ CVs. We work in line with the modern and innovative values of TBS, as we are seeking to offer the most up-to-date marketing training for our students”.

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**How to apply?**

**Requirements:**
Bachelor degree (or equivalent) or upper
IELTS 6.0 or TOEFL / TOEIC equivalent
GMAT is appreciated

**Online application:** [http://apply-toulouse-bs.com](http://apply-toulouse-bs.com)

**Admission Criteria:**
Academic record and interview

**Contact:**
international.tbs@tbs-education.fr
+ 33 5 61 29 48 68
What is the **MSc Marketing Management & Communication** like?

**Objective:**
The MSc Marketing is designed to train students to become future business professionals. This demands a global vision of marketing, management and communication strategies.

**Course** content in Toulouse:

<table>
<thead>
<tr>
<th>1st SEMESTER</th>
<th>2nd SEMESTER</th>
<th>3rd SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTEMBER - FEBRUARY</td>
<td>MARCH - MAY</td>
<td>JUNE - DECEMBER</td>
</tr>
</tbody>
</table>

**Common core**
- Marketing Decisions
- Communication
- E-Marketing
- Management
- Job Marketing & Personal Development
- Professional Skills

**Elective Courses (to choose four)**
- Internet Marketing & e-Commerce
- B2B
- B2C
- Aerospace Marketing Consultancy
- Marketing & Communication
- Luxury
- Lobbying

**Professional experience**
- Company Internship or Professional Project (6 months minimum)

This program offers the possibility to “build” a personalized specialization by choosing different elective courses based on business cases and professional testimonials and lectures.

**Course** content in Paris:

<table>
<thead>
<tr>
<th>1ST SEMESTER</th>
<th>2ND SEMESTER</th>
<th>3RD SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVEMBER - JULY</td>
<td>JULY - DECEMBER</td>
<td></td>
</tr>
</tbody>
</table>

**Common core**
- Marketing Decision
- Communication
- E-Marketing
- Management
- Job Marketing & Personal Development
- Professional Skills

**Social & Business Activities** (twice a week)
- Workshop, visits, conferences

**Elective Courses (to choose four)**
- Distribution
- Trade
- Digital
- Sport

**2 Tracks (to choose one)**

- **International Development**
  - Opening to the certificate TBS – CCE 1
  - B2B Mkg in an International environment
  - Ethics in an international Environment
  - Global Marketing Strategy
  - Intercultural Marketing
  - Global Internal Communication
  - International Brand Management
  - International Product Manager
  - Laws and Rules for Import / Export
  - Trade Marketing for International Markets

- **Luxury Industries**
  - in partnership with Paris College of Art
  - Luxury in the global economy
  - Luxury 2.0
  - Perfumes & Cosmetics
  - Luxury services
  - Intellectual Property
  - Fashion & Accessories
  - Luxury Brand Strategies
  - The Future of Luxury
  - The History of Luxury

**Final Project**
- Trade Marketing for International Markets

The Paris program offers two specialization tracks: International Development and Luxury Industries. Both are delivered in partnership with other institutions, which will provide students with interesting conferences, lectures and complementary certificates.
TOULOUSE BUSINESS SCHOOL

PROGRAMS

INITIAL TRAINING
● Bachelor in Management
● Grande Ecole / Master in Management
● MSc - Masters of Science
● Summer Program

EXECUTIVE EDUCATION
● Specialized Master Programs
● MBA (Aerospace MBA, Executive MBA)
● DBA – Doctorate of Business Administration
● Offer for Executives and Directors (Business Leader, Company Management Tools, CPA)
● Diploma Programs (Executive Master, Executive Bachelor)
● Tailor-Made Programs

CAMPUSSES

TBS is a multi-campus business school. We want our students to enjoy all TBS added value and services regardless of the location where they are studying. Therefore, we think all our campuses as business schools fully and equipped with all the services.

TOULOUSE | BARCELONA | CASABLANCA | A LOCATION IN PARIS

3 INTERNATIONAL ACCREDITATIONS

A SCHOOL

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