



tbs

Toulouse
Business School

MSc MARKETING
TOULOUSE - BARCELONA - PARIS

2015 - 2016

3 INTERNATIONAL ACCREDITATIONS



ASSOCIATION
OF AMBAs
ACCREDITED

www.tbs-education.fr

**Think
& Create**

TOULOUSE BUSINESS SCHOOL

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.

Figures

Toulouse 4,300 students
Master in Management
Bachelor in Management
Specialized Masters
MBA Programs
Executive Education

Barcelona 550 students
Bachelor in Management
MSc Marketing
MSc Finance

Casablanca 300 students
Specialized Masters
Tri-executive MBA

- **4 locations:** Toulouse, Barcelona, Casablanca and Paris
- One of the finest French Grandes Ecoles with **4,300 students** More than **1,000 international students** representing 80 different nationalities
- **25%** of students embark on **international careers**
- **5 research labs**

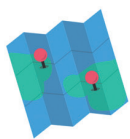
- **A Network of 30,000 alumni** living throughout the world
- Active agreements with more than **160 international institutions**
- **91 resident faculty**, 60 affiliated professors, 45 visiting professors and over 1,300 professional speakers from companies (88% of resident and affiliated professors hold doctorates and PhDs)

Employability is at the core of our Masters

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

72% obtain permanent contracts.

46% were working before finishing school.

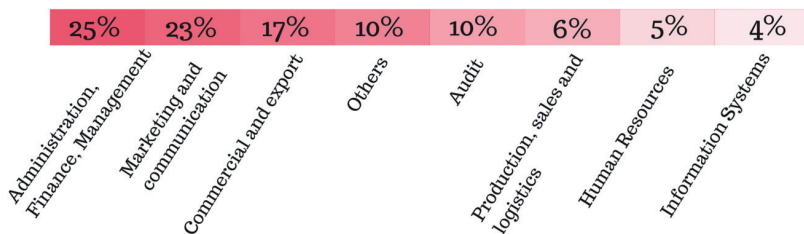


64% work in an international environment



42% of the internships ended in a job.

Activity sectors



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.



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".



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.



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:

90 ECTS, 18 MONTHS, FULL TIME		
1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER
JANUARY - JUNE	SEPTEMBER - DECEMBER	JANUARY - JUNE
<p>Common core</p> <ul style="list-style-type: none"> Human Resources Business Strategy System Dynamics Business Plan International Business <p>Marketing courses:</p> <ul style="list-style-type: none"> Marketing intelligence and consumer insights Communication strategy Social Media, Online advertising and E-commerce Relationship Marketing and Big data Branding Marketing in a B2B context <p><i>> Optional Track in fashion and luxury marketing:</i></p> <ul style="list-style-type: none"> Consumer behavior and market understanding Marketing Strategies in fashion and luxury industries Building a value proposal for fashion and luxury goods Luxury audit The impact of sustainability and ethical issues in the luxury marketplace <p>Projects: Market research and communication Projects Developing a communication campaign</p> <p>Workshops and company visits</p>	<p>SESAME Strategic consulting project for a real company</p> <p>3 Professionalization Options (To choose one)</p> <p><i>> B2B</i></p> <ul style="list-style-type: none"> Professional Behaviour B to B Management Business Development B to B Marketing <p><i>> B2C (2 optional Tracks: Mass Markets and Fast Moving Consumer Goods or Fashion and Luxury Marketing)</i></p> <ul style="list-style-type: none"> Market Research Mix Product Management Communication Distribution and Channels Sales and Negotiation Personal Development <p><i>> International Business</i></p> <ul style="list-style-type: none"> International negotiation International Business International markets and Risk Management Key Account Management International Contracts Language and Business Africa, South America, Japan and East Asia, China, US, Europe 	<p>Professional experience</p> <p>Company Internship or Professional Project (6 months minimum)</p> <p><i>Company Internship:</i> 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.</p> <p><i>Professional Project:</i> To put into practice a business plan students have. If approved, it can be validated as the professional project.</p>

> 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

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.



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".



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>

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:

90 ECTS, 15 MONTHS, PART TIME		
1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER
SEPTEMBER - FEBRUARY	MARCH - MAY	JUNE - DECEMBER
Common core <ul style="list-style-type: none"> ● Marketing Decisions ● Communication ● E-Marketing ● Management ● Job Marketing & Personal Development ● Professional Skills 	Elective Courses (to choose four) <ul style="list-style-type: none"> ● Internet Marketing & e-Commerce ● B2A ● 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:

90 ECTS, 15 MONTHS, FULL TIME		
1 ST SEMESTER - 2 ND SEMESTER		3 RD SEMESTER
NOVEMBER - JULY		JULY - DECEMBER
Common core <ul style="list-style-type: none"> ● Marketing Decision ● Communication ● E-Marketing ● Management ● Job Marketing & Personal Development ● Professional Skills 	2 Tracks (to choose one) > International Development Opening to the certificate TBS – CCE 1 <ul style="list-style-type: none"> ● 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 <ul style="list-style-type: none"> ● 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
Social & Business Activities (twice a week) <ul style="list-style-type: none"> ● Workshop, visits, conferences 		Final Project
Elective Courses (to choose four) <ul style="list-style-type: none"> ● Distribution ● Trade ● Digital ● Sport 	<ul style="list-style-type: none"> ● Tourism ● Innovation ● And more... 	

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

CAMPUSES

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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