

## MASTER MARKETING AND INTERNATIONAL RELATIONS



**MASTER DEGREE « INTERNATIONAL DEVELOPMENT MANAGER » / TITRE I, RECOGNIZED BY THE FRENCH STATE\***

Would you like to work for an international company or multicultural environment and travel around the world? The ESGCI Master's program in Marketing and International Relations will give you over the course of two years the means to fulfill your ambition.

### Objectives

- **Work within diversified and multicultural teams** to learn leadership skills.
- **Be a strong candidate** in the competitive international job market.
- **Gain a deep knowledge of contemporary international issues** and their links with the global market.
- **Strengthen your sales and marketing skills** through real case analysis and studies.

### International focus

- Taught 100% in English.
- 100+ partner universities abroad, possibility to study one semester abroad each year.
- 2 possibilities of dual degrees in year 5, in Ireland or the US.
- 2 foreign languages offered to study.
- International projects throughout the program (Miami, Milan, Dubai, London, NYC).
- 27+ nationalities in the school.

### Curriculum

With an international outlook, the four semesters of the program, taught entirely in English, will allow you to strengthen your skills and knowledge in the following subjects:

#### Business Environment & Marketing

- Business Tools
- Case Studies
- Webmarketing
- New Concepts Marketing
- International Business Strategy

#### International Project Management

- International Business Negotiation
- International Conflict Management
- Business Intelligence
- Management Consulting

#### Financial Management & Supply Chain

- Import Export & Supply Chain Management
- International Business Financing
- Corporate Finance

#### Communication Tools & Techniques

- Coaching & Leadership Skills
- Social Networks
- TOEIC, Languages

### Why this program?

- **Continuously updated lessons** in line with the latest trends of the markets.
- **Improve language skills** to achieve full professional proficiency in English.
- **Courses instructed by professionals** with extensive academic experience.
- **Constant connections with companies** through conferences and renowned guest-speakers from the business world.
- **6 month internship** in France or abroad.

### CAREERS

- **International development manager**
- **Business manager / Area manager**
- **International marketing manager**
- **International product manager**
- **Product development manager**

Tuition 2016/2017:  
Year 1: 7,700 € • Year 2: 7,800 €

For information and application form:  
[admissions@studialisedu.net](mailto:admissions@studialisedu.net)