



## MAJOR IN CONSUMER GOODS MARKETING

### Become a Specialist in Consumer Goods Marketing Sector in Europe and the Far East

The ESSCA Master's Consumer Goods Marketing program aims at triple marketing and sales competency in the industrial, mass retailing and B2C sectors. It has close ties to French and international industry leaders such as Danone, Leclerc, Procter & Gamble, L'Oréal, General Mills and Samsung, among others. The program's pedagogy clearly bridges the gap between the theoretical and the practical — industrialists submit actual corporate problems to the students, who seek out solutions to these issues and make professional presentations to corporate panels, who then participate in the students' grading. In this way, master's students are not only highly-motivated, but also extremely involved in their own learning.

Clearly geared towards open-minded candidates who are seeking new methods, new activities, new ideas and new tools that they can develop in other countries, the program takes pride in its varied teaching approaches which include immersive games, corporate lectures, seminars and round table discussions.

Graduates can choose from a large range of professional sectors for future careers in marketing, sales and purchasing (product manager, market manager, market research manager, operational marketing, trade marketing or merchandising, e-commerce management, e-category management, as well as key account management and events organization and marketing). They may also wish to profit from ESSCA's links to the food, cosmetics and high-tech sectors.

## CURRICULUM

### SEMESTER A (Sept-Dec)

#### ANGERS OR PARIS - 30 ECTS

##### Core courses

- The various types of Marketing
- Digital Marketing
- Innovation Marketing and Creativity
- Leadership and Strategy
- French Language

### SEMESTER B (Jan-May)

#### ANGERS OR SHANGHAI - 36 ECTS

##### ANGERS

###### Core courses

- European Integration and Business Environment
- Business and Market Dynamics
- International Strategic Management
- Business Communication in an International Environment
- Country Risk Analysis
- French Language

##### SHANGHAI

###### Core courses

- Strategic and Supply Chain Management
- Branding in Asia
- Cross Cultural Management and Negotiation

###### Electives

- Asian Business Research Project
- Asian Economy and Geopolitics
- Country Risk Analysis
- Chinese Language

### SEMESTER C (Sept-Dec)

#### ANGERS - 30 ECTS

##### Core courses

- Digital Expertise 360°
- Brand Management
- Sales Development
- Retailer's Strategy and Marketing
- Operational Marketing

##### Electives

- French Language

### SEMESTER D (Jan-June)

#### APPLIED RESEARCH SEMESTER

##### During this semester, students complete:

- A six-month in-company internship;
- A master's thesis based on a concrete topic of Marketing in coherence with the student's professional project and including significant empirical work. The thesis is written under regular supervision of a faculty member.

*Courses are weighted 6 ECTS except where indicated.*

*All ESSCA course offerings are subject to availability and modification.*

## Work and Career Perspectives

### BRAND MANAGER

The Brand Manager works for the Marketing division. Their main objectives are to build a unique and creative brand identity while understanding the evolution of customers' needs and tastes. They are in charge of the brand development (range of products, packaging, promotion, etc.).

### CATEGORY MANAGER

The Category Manager is in charge for the brand to promote its offer within retailers' stores so as to match the latter's clients' expectations while enforcing the brand marketing strategy. Their main objective is the satisfaction of both his direct client (the retailer) and the final consumer.

### TRADE MARKETER

The Trade Marketer is in charge of operationalizing the marketing and the category management strategies at the point of sales level. Working with marketing agencies, he or she develops a series of promotional packages that can be deployed within the stores of a specific retail chain.

### KEY ACCOUNT MANAGER

The Key Account Manager is in charge of the company's sales development with its main clients (key accounts). They also serve as a coordinator of the company's marketing and sales services so as to better serve these clients.

### MARKET RESEARCH ANALYST

The Market Research Analyst collects and analyses data pertaining to specific markets or industries so as to help the marketing and sales decisions.

## Eligibility

- The program has been designed for students from all over the world who:
- Have obtained a first degree (bachelor's) and ideally have some professional experience thanks to a first job or in-company internships;
  - Can provide a GMAT (Graduate Management Admissions Test) score with their application information.  
For further details, please log on to [www.gmat.com/gmat/thegmat/](http://www.gmat.com/gmat/thegmat/).  
Candidates may also take the SHL Test via ESSCA;
  - Have a real international outlook, a coherent professional project and open-mindedness to people from different cultural backgrounds.

## Application and admission

- Please consult our website for information on the application process.
- If you have any questions, please contact International admissions: [infomaster@essca.fr](mailto:infomaster@essca.fr)
  - For questions on program content, please contact Dr. Florence Feenstra: [florence.feenstra@essca.fr](mailto:florence.feenstra@essca.fr)

**Applications must be submitted by early June 21, 2019**

## Tuition Fees

Tuition fees for ESSCA's graduate programme for the academic year are:  
2019-20: €10,500

ESSCA does offer a limited number of partial and total scholarships for students from outside France. For more information, please log on to our website.

## Accommodations and Practical Information

ESSCA student services can assist students in their search for accommodations and with their administrative formalities. Please contact:

- Nadège PICQUENARD in Angers and Paris: [nadege.picquenard@essca.fr](mailto:nadege.picquenard@essca.fr)
- Carole ZHU in Shanghai: [carole.zhu@essca.fr](mailto:carole.zhu@essca.fr)

Further information on ESSCA's sites:  
[www.essca.fr/en](http://www.essca.fr/en) > About ESSCA > Our Campuses

## Information and enrolments

[infomaster@essca.fr](mailto:infomaster@essca.fr)



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