



MAJOR IN

# BRAND MARKETING & RETAILING IN CHINA

## Become an Expert on China and Develop a Brand Marketing and Retailing Career in Asia's Most Dynamic Market

ESSCA offers a two year Master's programme which equips students with the fundamental skills for becoming managers in China or working for multi-national corporations developing business in China.

During the first year, students gain vital experience in international business and marketing techniques providing for a balanced management education. Building on a company internship in China students get the chance to acquire hands-on knowledge and experience cross-cultural challenges first hand.

In the second year students specialise on Brand Marketing and Retailing with a focused and tailor-made programme to succeed in China's dynamic market. The curriculum provides detailed knowledge on marketing and retailing techniques allowing students to harness their strengths, develop and immediately test their campaigns during a second internship.

This programme's main objective is to develop students' advanced managerial competencies in International Brand Marketing and Retailing. Taught entirely in English, its faculty is highly qualified and made up both of ESSCA research professors and corporate professionals, directors and CEOs. It intends to offer theoretical and applied knowledge directly applicable to business contexts.

This major is geared towards catering to high-level management executives destined to carry out the different professions of strategic brand marketing, project management and adaptation of retailing techniques to Chinese demands.

## Curriculum

### SEMESTER A (Sept-Dec)

SHANGHAI - 30 ECTS

#### Core courses

- Strategic and Supply Chain Management
- Digital Marketing
- Branding in Asia
- Asian Economy and Geopolitics
- Leadership and Strategy

#### Elective

Chinese Language

### SEMESTER C (Sept-Dec)

SHANGHAI - 30 ECTS

#### Core courses

- A-Z Business Development in China
- Brand Marketing and Business Communication in China's Market
- Integrating 'Made in China' into a Company's Global Supply Chain
- Retailing Techniques for China
- E-CRM and Digital Marketing in a Chinese Context

#### Elective

Chinese Language

### SEMESTER B (Jan-June)

INTERNSHIP - 30 ECTS

#### Core competences

During this semester, students complete:

- A six-month in-company internship integrating theory and practice, offering real-world application of competences acquired.
- An internship report offers the student to synthesise and reflect on the lessons learned in the company

### SEMESTER D (Jan-June)

Applied Research Semester  
30 ECTS

During this semester, students complete:

- A six-month in-company internship integrating theory and practice, offering real-world application of competences acquired.
- 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.

1<sup>st</sup> Academic Year

2<sup>nd</sup> Academic Year

M1 Core Courses

Company internship  
& internship report

M2 Core Courses

Company internship  
& Master's Thesis



## Eligibility

The programme 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:

[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

## Work and Career Perspectives

The Brand Marketing & Retailing specialisation will help students develop their analytical tools and apply marketing and retailing tools in real world situations. This two year programme will provide a full framework for identifying and solving challenges related to cross-cultural marketing.

**Graduates of the Master in Brand Marketing & Retailing are prepared to pursue the following careers:**

- Marketing and Campaign Manager in multinational corporations
- Developer of country-specific marketing and digital marketing campaigns
- Project and Account Manager in the international divisions of large companies
- Sourcing, Logistics and Supply Chain Manager
- Sales and Aftersales Manager
- Customer Relations Manager

## 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 programme content, please contact Maximilian RECH: [maxi.rech@essca.fr](mailto:maxi.rech@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
- 2020-21: €10,605

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.

## Accommodation and Practical Information

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

Carole ZHU in Shanghai - [carole.zhu@essca.fr](mailto:carole.zhu@essca.fr)

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

## Information and enrolments

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



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### MAIN CAMPUS

1 rue Joseph Lakanal - BP 40348  
49003 ANGERS CEDEX 01  
Tel. : +33 (0)2 41 73 47 47

### PARIS

55 quai Alphonse Le Gallo  
92513 BOULOGNE-BILLANCOURT CEDEX

### BUDAPEST

Czuczor utca 6  
1093 BUDAPEST  
HUNGARY

### SHANGHAI

297 Wusong lu 200080  
SHANGHAI CHINA