



Major in CORPORATE COMMUNICATION & DIGITAL MEDIA

MASTER in MANAGEMENT



Become an Expert for the Dynamic Corporate Communications Industry

Students will acquire a set of skills necessary to develop a comprehensive corporate communications strategy, targeting relevant stakeholder groups, in digital and non-digital environments.

The programme is accredited by the IAB (Interactive Advertising Bureau) and focuses on the development and implementation of corporate communications strategies and tactics in the digital environment.

The courses are predominantly developed and taught by professionals and academics specialised in the field and prepare students for the dynamic communications industry. Future job functions of graduates include Community Manager, Key Account Manager, Project Manager, RTB Manager

IAB Accreditation

The programme is accredited by the IAB (Interactive Advertising Bureau). Thanks to this accreditation, students benefit from access to:

- Guest lecturers
- Involvement in professional project
- Monthly conferences and events
- Job offers and job dating events



CURRICULUM

SEMESTER 1 (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 2 (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 3 (Sept-Dec)

PARIS - 30 ECTS

Core courses

- Management of Corporate Communications
- Business Automation
- Content Management for Corporate Communication
- Communicating and Selling over the Internet
- Web Technologies

Elective

- French Language

SEMESTER 4 (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.*



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/

- 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

As communications managers in organisations (examples):

- Internal communications manager (Asia and Australia), SODEXO
- Exhibitions and Events Project Officer, THALES
- Promotions and Partnership Manager Disney Media, THE WALT DISNEY COMPANY

As managers in communications agencies (examples):

- Account Manager (Cognac Martel, Procter & Gamble), TBWA
- International Account Manager (Gillette, 20 countries), CLMBBDO
- Media Manager (Capgemini, INSEAD), HAVAS MEDIA

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
- For questions on programme content, please contact Barbara CAEMMERER: barbara.caemmerer@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.

Accommodation and Practical Information

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

Nadège PICQUENARD - nadega.picquenard@essca.fr

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

Information and enrolments

infomaster@essca.fr

www.essca.fr/en > Programmes > Grande Ecole Programme



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