



MASTER 2 "LE QUANTI" : RESEARCH AND DATA INTELLIGENCE IN MARKETING



Admission level : **240 ECTS** or
4 years of study at university level



Level of training **Master 2**



Grenoble campus

Career opportunities

Professional track

- Research Manager, Research Director, Market Research Analyst, etc. (75%)
- Product Manager, brand manager, marketing director, etc. (15%)
- Miscellaneous, especially in digital (10%)

Research track

- Academia (50%)
- Marketing consulting (25%)
- Miscellaneous (25%)

The objective of the Master's degree «Le Quanti: Research and Data Intelligence in Marketing», entirely taught in English, is to train market research executives in one year, and to give them the necessary skills to build a career in market research companies or in the research departments of large multinational corporations.

This Master's program also offers a research-oriented option, Advanced Research in Marketing (ARM), which enables students to continue in a doctoral program and eventually graduate with a French PhD.

Strengths

- Teaching provided in equal parts by academics and practitioners
- Active pedagogy essentially based on projects and group work involving student autonomy, creativity and commitment
- Program taught entirely in English
- Training recognized and certified by Syntec Conseil
- Good career prospects, both in the corporate sector or in academia
- Network of several hundred alumni contributing to the program (teaching, internships, advice for improvement etc.)

Entry requirements

Eligibility

Application and mandatory English test (TOEIC, TOEFL, BULATS, CLES...) minimum B2 level. For students coming from countries where English is an official language, this test is not mandatory

Admission

Interview in English in front of a jury

Target audience

In addition to Grenoble IAE's M1 Marketing program and students with a similar profile (e.g. Business schools), this program is also open to students from scientific, humanities or social sciences backgrounds, provided they show a real interest in marketing studies through, for example, an initial practical experience in the field (internship, summer job, study project).

Candidates must demonstrate a strong interest in marketing, data collection and analysis (qualitative as well as quantitative) and a strong ability to synthesize data to create value. A B2 level in English is also required.

Program

The first semester is common to both tracks. The second semester is either a professional or research track.

Semester 1

Methodological foundations of marketing research

- Quantitative data collection and analysis
- Qualitative data collection and analysis

The marketing research toolbox

- Social media listening, text mining and data visualization
- Introduction to scientific research
- Programming for Big Data : a primer
- Anthropological approach to field research

Tools and skills for relationship management in marketing research

- Managing a market research project for a customer : from genesis to insights
- Choose between Sport IAE and Design Your Life challenge

Entrepreneurship and innovation

- Innovation, design thinking and creativity methods
- Project management for marketing consulting

Semester 2 (professional track)

Market research for business

- Market research for business plans
- Advances in market research practice
- Market research for operational decisions

Relational skills for market research

- Leadership skills
- Negotiating a market research project

Written and oral academic skills

- Thesis and defense
- Grand oral

Optional. Choose between :

- STEEN (UGA's Graduate School Seminars)
 - Interdisciplinary Research Project
 - Summer / Winter school
- Research based professional market research practice
 - Research seminar (1 among 4)
 - Advances in Big Data and IA

Semester 2 (research track)

Research seminars : advances in consumer research

- Persuasive, social and societal communication
- Responsible consumption behaviors
- Digital marketing and connected consumers

Communication skills

- Oral presentation

Research thesis

- Thesis
- Thesis defense

Optional. Choose between :

- STEEN (UGA's Graduate School Seminars)
 - Interdisciplinary Research Project
 - Summer / Winter school
- Options in soft skills and research in marketing
 - Research seminar
 - Leadership skills

Professional integration

100 % of Master's graduates who started their job search on graduating found one within months.
The median net annual salary of IAE graduates is 33,514 euros.

Contact

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For more information and tuition fees,
see the Apply section of our website :

www.grenoble-iae.fr

