



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

In initial training



Recruitment level **Bac+4**



Level of training **Bac+5**



Grenoble site

Job 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, named Advanced Research in Marketing (ARM), which allows students to continue in a doctoral program and eventually graduate from a French Doctorat.

Strengths

- Teaching provided in equal parts by academics and practitioners
- Active pedagogy essentially based on projects and group work involving autonomy, creativity and commitment of students
- Program taught entirely in English
- Training recognized and labeled by Syntec Conseil
- Easiness to find a job, both in the corporate world or in the academia
- Network of several hundred alumni contributing to the life of the program (teaching, internships, advice for improvement...)

Admission requirements

Eligibility

Application file 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 only recommended, not mandatory

Admission

Interview in English in front of a jury

Audiences concerned

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 backgrounds or humanities and social sciences, 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 for marketing, data collection and analysis (qualitative as well as quantitative) and a strong ability to synthesize data to create value. A very good level of English is also required.

Program

The program proposes a first semester common to both profiles. The second semester is then differentiated into a professional or research stream.

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 academics 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

- Grand oral

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 actually looking for a job found one within months of graduation.
The median net annual salary of IAE graduates is 33 514 euros.

Training fees

For students coming from the European Union, tuition fees are composed of the university registration fees set by the Minister of Higher Education and Research, i.e. 243 euros for a master's degree (rate 2020-2021) + *Contribution à Vie Etudiante et Campus* (CVEC, 92 euros). For students from outside the EU, the registration fee is 3770 euros + CVEC.

Persons undergoing continuing education (or resuming studies after a 2-year interruption) : national master's degree fees (243 or 3770 euros, cf. above, in 2020-2021) + compulsory training fees (see the rates page of the website).

Contact

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Informations complètes et préinscription en ligne
sur le site internet de l'IAE, rubrique candidater

www.grenoble-iae.fr

