




# MASTER 2 ADVANCED RESEARCH IN MARKETING

 Admission level **Bac+4**

 Program level **Bac+5**

 Grenoble campus

## Career opportunities

- Academic careers in universities or business schools,
- Marketing departments,
- Consulting groups

The Master of "Advanced Research in Marketing" program proposes training in research techniques and methods, as well as in-depth theoretical knowledge in marketing. It guarantees the acquisition of an excellent understanding of the research process and a high level of specialized knowledge in marketing.

## Strengths

- Training in high-level research
- An active and stimulating "flipped teaching"
- An experienced and high-quality faculty staff
- A favored access to the Doctoral College
- A program completely taught in English

## Entry requirements

### Eligibility

University degree of 240 ECTS; for non-Europeans, a 4-year university degree minimum (approved by a university committee). Application form.

Advanced level in English (TOEIC, TOEFL, etc.)

### Admission

Interview with a committee of academics and international business specialists

## Target audience

Students possessing a Master's degree first year, preferably with a basic training in marketing / management (master 1, business schools, management schools, etc).

Students from engineering schools, agronomy, pharmacy, political studies, psychology, sociology, foreign languages applied to management, etc.

## Course curriculum

The "Advanced Research in Marketing" degree is obtained in 1 year, requiring the validation of 120 credits over 2 semesters.

Semestre 3	Semestre 4
<p><b>UE 1 - Branding and communication research (10 credits)</b></p> <ul style="list-style-type: none"><li>Persuasive, social and societal communication (5 credits)</li><li>Brand relationship management (5 credits)</li></ul> <p><b>UE 2 - Concepts and tools for research in marketing (10 credits)</b></p> <ul style="list-style-type: none"><li>Innovation and business marketing (5 credits)</li><li>Organization theory (2,5 credits)</li><li>Multivariate data analysis (2,5 credits)</li></ul> <p><b>UE 3 - Social skills for research (5 credits)</b></p> <ul style="list-style-type: none"><li>Qualitative research design (2,5 credits)</li><li>Qualitative data analysis (2,5 credits)</li></ul> <p><b>UE 4 - Entrepreneurship and innovation (5 credits), based on a project:</b></p> <ul style="list-style-type: none"><li>Innovative research project (led jointly with students of "Marketing Quantit" Specialization)</li></ul>	<p><b>UE 5 - Issues and trends in marketing research (10 credits)</b></p> <ul style="list-style-type: none"><li>Digital marketing and social media (5 credits)</li><li>Responsible consumer behavior (5 credits)</li></ul> <p><b>UE 6 - Professional skills (5 credits)</b></p> <ul style="list-style-type: none"><li>Master's Thesis (2,5 credits)</li><li>Master's Thesis defense (2,5 credits)</li></ul> <p><b>UE 7 - Social skills for research (5 credits)</b></p> <ul style="list-style-type: none"><li>Leaderships skills (2,5 credits)</li><li>Final "grand oral" exam (2,5 credits)</li></ul>

### Workplace integration

92 % of Grenoble IAE graduates find employment within one year after graduation  
Median net yearly salary **32 735** euros

### Program tuition

**For a traditional educational student** ('formation initiale') at Grenoble IAE, academic fees are : mandatory registration fees for master programs: 243 euros (indicative rates for 2019/2020).

**Students who have had a break** (of more than two years) in their studies will be classified as continuing education students and will pay the 2500 euros mandatory fee (indicative rates for 2019/2020).

### Contact

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More information and online pre-registration  
on IAE website, 'How to apply' section

[www.grenoble-iae.fr/en/](http://www.grenoble-iae.fr/en/)

