

MSc in Marketing Intelligence for Mass Market Products

THE ORIGINALITY OF THE PROGRAMME

The strength of the programme lies in its two unique features:

1. A dual teaching approach: academic and professional

This dual approach makes this Master's a solid programme both theoretically and practically. For each of the themes studied, the fundamentals are taught by professors and the practical application (in the form of case studies) by professionals from the retail industry (Nielsen, Unilever, l'Oréal, Procter, Henkel, Ipsos etc). The case studies are developed by professionals working in tandem with professors; they use from real, concrete situations and enable the student to become rapidly operational in his/her future position.

2. A unique human dimension through the module "Reveal and Enhance your Human Capital"

This module has been developed collegially by RMS personal development professors and professional contributors in the Master's programme. The objective of this module is to enable the student to know him/herself better so as to interact better with others. The teaching style is based essentially on role-playing to enable human skills and talents to be developed (team building, interpersonal communication and behavioural approach, creativity techniques, negotiation, conflict management and team management).