

MASTER(E)S ^{RMS}

BUSINESS EXPERTISE

MSc in Marketing Intelligence for Mass Market Products

NEWS OF THE CLASS OF 2011

Lessons came to an end at the beginning of March, the students having studied intensively and in-depth every facet of consumer product marketing. The fame of the school and of the Marketing Intelligence Master's enabled the students to find **internships** (<http://bit.ly/lzx5Gy>), straight away in prestigious firms in the sector of mass marketing.

Some of the key moments of this Marketing Intelligence Master's:

The students managed several projects in collaboration with key actors in mass marketing:

◆ Developing innovation



GDesign



In accordance with instructions given by **Danone** the students developed a new product.

The project was run in conjunction with students from ESIEC (Reims Packaging Engineers' School) and **GDesign** for the graphic design of the product.

Challenge

◆ Auchan Challenge



As part of the Auchan Challenge the students dealt with a real problem for the Auchan Viry-Nouveau Hypermarket.

◆ L'ORÉAL

As part of Brandstorm **2011** the students received information from the *L'Oréal Professionnel pour hommes* brand group director to solve a problem for the brand.