

# MASTER(E)S <sup>®</sup>RMS

BUSINESS EXPERTISE

Master's of Science in Marketing Intelligence for Consumer Products

## Some testimonies from our students

### Why did I choose this MSc?



"During the final work placement of my engineering studies (in Food, Health and Hygiene) which took place at Danone, I really discovered what a marketing department is, with its problems and its challenges. I have always been very interested in famous brands and it became very clear to me: my ambition was to work in the marketing department of one of the large food companies. Following discussions with HR departments in different groups, I realised that a marketing specialisation in a business school would be a good strategy to help me get the kind of job I was looking for quickly. It would give me the advantage of dual skills as an agro-engineer with a marketing specialisation. My aim is to be able to manage the whole of the scientific, technical and marketing aspects related to a food product. In other words, to know the whole of the food industry inside-out, while also offering an area of specialisation."

**Camille d'Hanens**

**MSc in Marketing Intelligence for Consumer Products 2011**

*Food, Health and Hygiene Engineer, Institut Polytechnique Lasalle Beauvais  
Currently on work placement at Nutricia (Danone) as Assistant Product Manager.*



"After my Master's in Management, I wanted to continue my studies with the MSc in Marketing Intelligence. This would enable me to specialise in a particular field, that of marketing, and at the same time to follow a recognised, high-quality course. Joining a business school such as RMS seemed to me to be the ideal solution to finish off my previous university studies. I thus gained access to a very comprehensive course with contributions from leading professionals in their field, which will help me make rapid progress in my professional career."

**Julie Salmon**

**MSc in Marketing Intelligence for Consumer Products**

*MASTER'S 1 – MULTILINGUAL INFORMATION MANAGEMENT – Language and Philosophical Sciences*

*Currently on work placement at GLAXOSMITHKLINE CONSUMER HEALTHCARE as Assistant Merchandising Project Manager*



"After specialising in marketing during my studies, and an initial experience of work in the food industry, I wanted to follow a course that would really make me an expert in consumer marketing. With both theoretical work and case studies, the teaching in this MSc is perfectly geared to prepare us for work in consumer marketing.

For me, this Master's of Science is a real opportunity and a launch pad for my future career."

**William Marmin**

**MSc in Marketing Intelligence for Consumer Products**

*ESPEME Graduate, EDHEC Group*

*Currently on work placement at **GENERAL MILLS** France as Assistant Category Manager responsible for Häagen-Dazs promotion*