

brand and MARKETING MANAGEMENT


berlin

HEAD OF SPECIALISATION



Stephan SONNENBURG
direction-msc@icn-artem.com

LANGUAGE

 English

DURATION

Candidates with 3 years of studies/ 180 ECTS credits :
2 years

Candidates with 4 years of studies/ 240 ECTS credits :
1 year

THE 3 KEYS STRENGTHS

Meets the needs of companies seeking new and innovative ideas. Combines the theoretical and creative aspects of branding and marketing. Students apply conceptual frameworks to real-life projects with the help of professionals from the world of business.

For a brand and marketing professional in a multi-cultural company, this programme is a truly unique personal and professional experience.

The multi-disciplinary approach is the ARTEM alliance's key strength, especially in an international context, and one that helps students move beyond the traditionally discipline-based management framework.

STUDY RHYTHM

MSc 1

Study/work rhythm: 3 days at school / 2 days at work. You can choose any ICN campus

MSc 2

Study/work rhythm: 3 days at school / 2 days at work. Berlin campus

PROGRAMME OBJECTIVES

Once they have completed the program, MSc in Brand and Marketing Management graduates will be able to identify ways to build the company's brand capital and implement strategies within a multidisciplinary and/or multicultural context. They will also be able to draw on their aesthetic training as a source of creativity when making branding decisions.

PROGRAMME MODULES

The programme is split into modules that enable the students to:

- ▶ Develop a comprehensive and current understanding of brands, brand equity, and brand management with focus on social media (Branding in the Social Media Era).
- ▶ Analyze the marketing environment and the effectiveness of a brand strategy based on facts and data (Marketing Intelligence and Brand Analytics).
- ▶ Create a brand strategy on the basis of a deep understanding of the consumers' needs and the organization's identity and apply conceptually brand strategies on the market (Strategic Brand Management).
- ▶ Independently work on contemporary topics in marketing and branding, e.g. influencer marketing, artificial intelligence, brand communities, start-up brands or gamification (Current Issues in Marketing and Branding).
- ▶ Explore new challenges in brand management that incorporate sustainable development issues and ethics (Sustainable and Responsible Branding).
- ▶ Train skills how to design with colors and type as well as play with words and text (Brand Designs and Campaigns)



CAREER OPPORTUNITIES

This programme prepares students to take on the following international roles in BtoC or BtoB markets:

- ▶ Global Brand Manager
- ▶ Product Manager
- ▶ Marketing Manager
- ▶ Strategic Brand Planner
- ▶ Brand & Marketing Consultant / Analyst

A FEW OF OUR BUSINESS PARTNERS

- Adidas
- Brand Trust
- GFK
- VOK DAMS worldwide



The MSc in Brand and Marketing Management was the perfect springboard for my career. The strong emphasis on theory and practice was a real asset. Consumer analytics, brand strategies, luxury and fashion business, social media communication, among other subjects help students to learn the core principles of branding and marketing and embark on an international career in the sector that they are interested in. The classes were small and well supervised. After graduation, I went on to work in the international head offices of Puma and Swarovski.

Anissa Heddouche
 Product manager, Spadel


CULTURAL AND CREATIVE INDUSTRIES MANAGEMENT PARIS

HEAD OF SPECIALISATION



Rosella SORIO
direction-msc@icn-artem.com

LANGUAGE

 English

DURATION

Candidates with 3 years of studies/ 180 ECTS credits :
2 years

Candidates with 4 years of studies/ 240 ECTS credits :
1 year

THE 3 KEYS STRENGTHS

An immersive educational approach that places an emphasis on interaction between students and teaching staff. The course is taught via tutorials, visits, practical workshops and entrepreneurial projects.

A vocational course that boosts the students' professional development by inviting experts from the arts and cultural sectors in to share their experience.

A course that is fully in line with the school's ARTEM principles that promote creativity, the ability to develop original ideas and appreciate cultural diversity.

STUDY RHYTHM

MSc 1

Study/work rhythm: 1 week at school /3 weeks at work. You can choose any ICN campus

MSc 2

Study/work rhythm: 1 week at school /3 weeks at work. Paris campus

PROGRAMME OBJECTIVES

- ▶ Learn to tackle the specific challenges faced by the media and creative industries.
- ▶ Develop a holistic overview of the actual issues that impact these industries.
- ▶ Acquire solid managerial skills.

The media, cultural industries and the art world are taking on an increasingly professional dimension: this course develops the management skills that are essential for those seeking to further professionalize these industries.

PROGRAMME MODULES

The course covers a wide range of disciplines, from strategy to marketing, managing creativity and talent, project management to intellectual property rights, while also considering how digital is impacting companies that operate in the creative and arts sectors. In this course, the final seminar on management of the creative and cultural industries is particularly important, as students are given a project that is based on an actual managerial problem (examples: Musée de la Cour d'Or de Metz, Sony Music Entertainment, Auditorium du Louvre, etc.)

CAREER OPPORTUNITIES

One of the main aims of this programme is to provide students with the skills they need to work in the creative industries. The management skills that they will acquire will enable them to work in middle to senior management positions in theatre companies, museums, sports centres, art galleries, tourist attractions and production companies.



↑ Lorraine National Opera – Nancy

Examples of typical positions

- ▶ Entrepreneur
- ▶ Business Developer
- ▶ Theatre or Opera House Director
- ▶ Brand Marketing Director
- ▶ Cultural Policy Manager for a museum
- ▶ Sponsorship Manager for a music festival
- ▶ Video Game Manager
- ▶ Cultural or Sports Event Organization Manager

A FEW OF OUR BUSINESS PARTNERS

- American Center for Culture and Arts Paris
- Art work Luxembourg
- Auditorium du Louvre
- Ensemble Dialogos – Paris
- Leonart – Nancy
- Musée de la Cour d'Or – Metz
- Nancy Tourist Office
- Nancy Opera
- Sony Music Entertainment



I followed a literature path during my previous studies, so the option to take a “Creative and Cultural Industries Management” course at ICN was a key reason for choosing this school. One of the strengths of this particular programme is that it brings in people who have worked in the cultural sector. They are able to share their experiences and offer us specific advice, helping us understand how the cultural sector operates. We were tasked with running projects from start to finish. This is the best way to learn and get to grips with actual issues faced by people who work in this sector.

Aurélia Pogorzelski, Policy Officer,
Alliance Française (Johannesburg)



luxury & design management


PARIS / nancy

HEAD OF SPECIALISATION



Maxime KOROMYSLOV
direction-msc@icn-artem.com

LANGUAGE

 English

ADMISSION

- ▶ Candidates with 3 years of studies/180 ECTS credits : **2 years**
- ▶ Candidates with 4 years of studies/240 ECTS credits : **1 year**

(Please, note that the programme contains an additional third semester in MSc 2)

THE 3 KEYS STRENGTHS

A multidisciplinary course that draws on the ARTEM alliance to expose students to luxury marketing and also product design, development and manufacture.

A course that ensures students are prepared for a career in this sector thanks to the involvement of various industry professionals and the vocational aspect of the activities on offer (workshops, projects and company visits).

A course accredited by the Conférence des Grandes Écoles and recognized as one of the top luxury management programs.

STUDY RHYTHM

MSc 1

Full time studies at Nancy campus
 1 week at school /3 weeks at work. Paris campus

MSc 2

Study/work rhythm: 1 week at school /3 weeks at work. Paris campus

PROGRAMME OBJECTIVES

The course is designed to produce multi-talented executives who are able to enter the luxury industry (products and services) with a far-reaching and holistic vision of this sector.

Specifically, course students will be able to:

- ▶ Broaden their knowledge of the luxury sector's key international markets.
- ▶ Understand the complex nature of the "luxury" segment, its key players (large corporations and sub-contractors) and the steps taken to preserve the expertise that is vital for this industry.
- ▶ Develop an awareness of the key role creativity and design play in this sector.

PROGRAMME MODULES

The programme is split into modules that enable students to keep track of the process used to design, manufacture and launch a product or service from start to finish. The course also covers the luxury industry's key international markets and its most important sectors. Last but not least, special emphasis is placed on providing students with everything they need to find a job in this industry, with "How to succeed in job interviews" and "How to build a career in the luxury industry" workshops.

Module overview:

- ▶ Managing Luxury Production and Design (Product and Pricing Policy, Conception and Product Design, Materials and Manufacturing Techniques, Workshop "Design your Product")
- ▶ Managing Luxury Distribution (Luxury Distribution Strategy, Store Design, Workshop « Design your Store »)
- ▶ Managing Luxury Communication (Luxury Communication Strategy, Workshop « Design your Story »).
- ▶ Luxury Markets : Mature (Europe, USA and Japan) and Emerging Markets (BRICS)
- ▶ Luxury Sectors : Fashion, Wines and Spirits, Perfumes and Cosmetics, Watchmaking et Jewellery, Hospitality, Mobility.



The MSc in Luxury and Design Management enabled me to channel my passion for leatherwork during my final internship at Maison Louis Vuitton. The specialization provided by the MSc played a key role in my being selected by the Maison, as did my experiences abroad. This internship gave me the chance to prove myself and continue on this trajectory since I am now Head of Leatherwork for the Menswear Fashion Show reporting to Virgil Abloh, an exciting role at the heart of the fashion and luxury world.

Constance Martel
 Head of Leatherwork for the Menswear Fashion Show and Collections | Louis Vuitton

CAREER OPPORTUNITIES

- ▶ Product Manager
- ▶ Product Development Manager
- ▶ Project Manager
- ▶ Quality/After-Sales-Service Manager
- ▶ Customer Relations Manager
- ▶ Style Coordinator
- ▶ CRM Manager
- ▶ Sales/Store Manager
- ▶ Retail Coordinator
- ▶ Visual Merchandiser
- ▶ Buyer
- ▶ Communications Manager
- ▶ Recruitment Manager
- ▶ Consultant

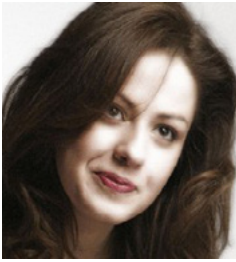
EXEMPLES D'ENTREPRISES PARTENAIRES

- Louis Vuitton
- Dolce & Gabbana
- Chanel
- Cartier
- Montblanc
- ST Dupont
- Boucheron
- Diptyque
- Swarovski
- Baccarat
- Daum
- Make up for ever
- Le Plaza Athénée
- Printemps Haussmann
- Galeries Lafayette Haussmann
- Vaucher
- Cristal Saint-Louis
- Girard-Perregaux
- Parmigiani
- Le Mandarin Oriental...

MARKETING ET INNOVATION PRODUIT

nancy

RÉFÉRENT DE SPÉCIALITÉ



Douniased FILALI-BOISSY
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LANGUE

 Français

DURÉE

Bac+3 : 2 ans (MSc 1 + MSc 2)

Bac+4/5 : 1 an (entrée directe en MSc 2)

LES 3 POINTS FORTS

Plusieurs professionnels dans le domaine du design, de l'identité visuelle produit, du lancement de nouveaux produits et de la protection juridique, interviennent dans cette formation. Ils aident les étudiants à mettre en pratique les apprentissages théoriques et, ainsi, garder une proximité avec la réalité professionnelle.

Une formation complète sur le marketing de l'innovation ainsi que les outils nécessaires pour dynamiser la créativité et traduire les idées en produits/services.

Une formation cohérente avec l'esprit ARTEM : basée sur la créativité, la capacité à élaborer une idée originale dans un contexte pluridisciplinaire.

MODALITÉS

MSc 1

Rythme classique - Nancy

MSc 2

Rythme alterné 1 semaine école et 3 semaines entreprise - Nancy

OBJECTIFS DU PROGRAMME

- ▶ Favoriser l'émergence des idées et de la créativité en faisant du design un levier stratégique.
- ▶ Maîtriser les techniques marketing nécessaires pour piloter le processus d'innovation dans son ensemble.
- ▶ Intégrer la méthodologie du « design thinking » dans un projet d'innovation.
- ▶ Former des cadres responsables et créatifs.

MODULES DU PROGRAMME

Avec la digitalisation de l'offre et l'évolution que connaît le marché aujourd'hui, il est primordial pour l'entreprise de faire preuve d'innovation et de réactivité. Le challenge étant dans la réalisation pertinente et l'action avant la concurrence.

Le MSc MIP vise à apprendre à l'étudiant comment piloter l'ensemble des phases de développement de nouveaux produits/services, de la stratégie au suivi du client, en passant par la réalisation technique, le prototypage de l'innovation et son lancement sur le marché.

Voici un bref aperçu des modules proposés :

- ▶ Psychologie du consommateur et analyse du marché
- ▶ Innovation et outils d'études marketing
- ▶ Management de l'offre à l'ère du digital
- ▶ Design produit & packaging
- ▶ Design Thinking et Modélisation 3D
- ▶ Gestion et lancement de produit
- ▶ Innovation responsable et protection juridique
- ▶ CRM et Web Analytics

DÉBOUCHÉS POSSIBLES

- ▶ Chef de produit / Chef de marque
- ▶ Développeur d'affaires
- ▶ Responsable de développement commercial
- ▶ Manager de projet innovant
- ▶ Chargé d'études nouveaux produits
- ▶ Responsable innovation
- ▶ Community Manager
- ▶ Manager Online Marketing
- ▶ Entrepreneur

EXEMPLES D'ENTREPRISES PARTENAIRES

- ByBenoît
- Moustache Bikes
- Savencia
- Sophie LaGirafe



Le parcours « Marketing et innovation produit » au sein d'ICN m'a permis de mieux appréhender le métier de chef de produit d'un point de vue pratique : les cas d'études sont très pertinents et préparent réellement à évoluer en marketing développement. Les bases du marketing (analyse chiffrée, étude de marché...) sont consolidées et s'appliquent dans tous les secteurs. C'est d'ailleurs au sein de cette formation que j'ai pu découvrir d'autres secteurs, notamment celui du luxe et de la grande distribution. Les profils des intervenants sont très variés (marketeurs, designers, avocats...) et m'ont permis de connaître tous les aspects du développement d'un produit : marketing mais aussi artistique, légal, juridique...

Morgane Bunouf

Assistante marketing développement
 Groupe Clarins