

Field of study **Management, Economy,  
Communication**

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

### How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

### Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Bois de l'Étang 5 Boulevard Descartes 77420 Champs-sur-Marne

### Calendar :

Master 2: September to May: Mondays, Tuesdays and Wednesdays at the company / Thursdays and Fridays in class. May to October: full-time in the company  
Master 1: September to June: Mondays and Tuesdays at the company / Wednesdays, Thursdays and Fridays in class. June to August: full-time in the company

### Contacts :

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### More information :

For further details :  
<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,  
Orientation et Insertion Professionnelle (SIO-IP) :

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**IAE PARIS-EST**  
Ecole de management  
UNIVERSITÉ PARIS-EST CRETEIL - UNIVERSITÉ GUSTAVE EIFFEL



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UFR de Sciences Économiques et de Gestion (SEG)  
IAE Paris-Est

Master's degree M1 M2

### TO GET THERE

- 180 credits obtained (in management, design, law, languages or engineering schools)
- Students from different academic backgrounds (management sciences, art and design schools, engineering schools, economics, law, etc.)

### ACQUIRED SKILLS

- Analysing a market
- Understanding the sector's socio-cultural approach
- Managing a team
- Designing and developing an offer, a product
- Formulating problems and exploring issues in greater depth

### YOUR FUTURE CAREER

The Master 1 and Master 2 "Innovation, Design and Luxury" programmes train managers to work in both marketing and creative fields. Students have a background in management, engineering or design, and specialise in the world of luxury thanks to the Master's degree.

Two types of opportunities are open to graduates. A career in marketing, merchandising or design, depending on the individual: Product Manager/Visual Merchandiser/Communication/Digital Project Manager/Material Purchaser - ready-to-wear/Assistant Art Director/CRM Project Manager/Brand Content, etc. Graduates can also pursue a PhD thesis at Université Gustave Eiffel (provided they have taken the research dissertation option in M2 (2nd year) and undertaken a research placement at the university).

### BENEFITS OF THE PROGRAM

The Master's degree in Innovation, Design & Luxury at IAE Paris-Eiffel - Marne-la-Vallée Campus is recognised as the best programme in Luxury (Best Master's degree in Luxury Management - Eduniversal). Unanimously recognised by professionals in the sector, the Master 2 programme has been sponsored for 25 years by some of the finest companies in the luxury sector. Students in the Master 2 in Innovation, Design and Luxury - IAE Paris-Est are lucky enough to be sponsored by L'Oréal this year! On the agenda: visits to the workshops, meetings and conferences. A wonderful programme for a wonderful sponsorship. The teaching team includes lecturer-researchers and experienced professionals providing balance between theoretical and sound professional input. The Master's programme uses innovative methods over the two years of study. In Master 1, the programme offers a common core of modules on management, specialised teaching in marketing, an internship or apprenticeship and the preparation of a dissertation. In Master 2: A year of specialisation that trains future professionals in the management of the luxury and creative sectors.

More information



# PROGRAM

## SEMESTER 1

**Piloter une organisation d'une manière éthique et réflexive**  
Ethique des affaires et RSE (ECTS:4)  
Management stratégique (ECTS:4)  
Initiation à la recherche (ECTS:4)  
Pilotage de la performance (ECTS:4)  
Savoir utiliser le(s) langage(s) de manière professionnelle  
Anglais (ECTS:2)  
Communiquer à l'écrit et à l'oral (ECTS:1)  
Outils et logiciels de gestion (ECTS:1)  
Concevoir, analyser et critiquer une offre produits/services  
Politique de produit et prix (ECTS:4)  
Distribution (ECTS:3)  
Analyse de données qualitatives (ECTS:3)

## SEMESTER 2

**Savoir manager des personnes et des projets**  
Comportements humains dans les organisations (ECTS:4)  
Management de projet / Entrepreneuriat (ECTS:1)  
Comprendre les clients et communiquer efficacement  
Anglais avancé (ECTS:1)  
Analyse de données quantitatives (ECTS:3)  
Comportement du consommateur à l'ère digitale (ECTS:3)  
Communication (ECTS:3)  
Savoir être autonome et opérationnel en entreprise  
Stage et apprentissage (ECTS:1)  
Connaître son univers professionnel avec un regard critique  
Management de l'innovation (ECTS:2)  
Projet études et recherche (ECTS:8)  
Culture générale du luxe (ECTS:4)

## SEMESTER 3

**Savoir analyser un marché**  
Marketing du Luxe (ECTS:4)  
Travaux de groupe en Marketing (ECTS:1)  
Merchandising du Luxe (ECTS:3)  
Travaux de groupe en Merchandising (ECTS:1)  
Management stratégique du Luxe (ECTS:3)  
Travaux de groupe en Stratégie (ECTS:1)  
Communication et digital (ECTS:3)  
Developper la connaissance socio-culturelle  
Sociologie du Luxe (ECTS:3)  
Histoire des arts et du Luxe (ECTS:4)  
Savoir manager une équipe  
RH et animation d'équipe (ECTS:3)  
English for jobs in Luxury (ECTS:3)  
Methodologie (ECTS:1)

## SEMESTER 4

**Savoir concevoir un produit, une offre**  
Travaux de groupe en Innovation (ECTS:1)  
Outils de gestion (ECTS:2)  
RSE et développement durable (ECTS:2)  
Design et webdesign (ECTS:2)  
Conférences/visites/voyages d'études (ECTS:2)  
Management de l'innovation (ECTS:2)  
Savoir problématiser et approfondir sa réflexion  
Distribution et expérience (ECTS:3)  
International Issues In Luxury Management (ECTS:1)  
Etudes qualitatives et créativité (ECTS:3)  
Recrutement et développement à l'international (ECTS:1)  
Methodologie de recherche et mémoire (ECTS:8)