

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 1: full-time (3 weeks at the IAE, then 2 days a week at IAE, 2 months compulsory work placement, either alternating with study during the year, or from mid-June to the end of August), or apprenticeship (3 weeks at the IAE, then 2 days a week at IAE, 3 days in a company). Master 2: full-time (6-month work placement from April), apprenticeship (from early September to mid-April, 2 days at IAE and 3 days in the company, full-time in the company from April).

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
École de management
UNIVERSITÉ PARIS-EST CRETEIL - UNIVERSITÉ GUSTAVE EIFFEL



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Master's degree Marketing, sales Services Marketing and Management



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

Master's degree M1 M2

TO GET THERE

Target audience: Students who have obtained 240 ECTS in M1 or VAP/VAE credits.

Applicants should already have significant knowledge of and professional experience in services marketing and/or management. Acceptance on application file and IAE-Message score followed by Admission interview

Master 2: This course is also open to holders of a Applied Mathematics and Social Sciences, Science and Techniques of Physical and Sports Activities or Sociology degree with significant experience in services marketing and/or management, or any other degree (Design, Engineering, Pharmacy, Law, etc.) at Master 1 level and significant experience in services marketing and/or management.

ACQUIRED SKILLS

Designing and analysing the customer experience of a service / Defining a marketing strategy for services / Designing and implementing innovative services / Outlining a problem, drafting and defending a project / Designing an effective omni-channel servuction model / Continuously improving service processes / Managing teams / Acting as a responsible professional / Communicating in spoken and written professional English

YOUR FUTURE CAREER

The Master 2 programme in Services Marketing and Management trains executives to design and commercialise services for strategic marketing, operational marketing, quality and innovation departments in service or industrial companies which propose a product-related services offer. Two types of opportunities are open to graduates. Employability in positions such as research officer, product manager, customer manager, service innovation project leader, customer experience manager, etc. or as executives focusing on operational service and service performance management in positions such as operations, profit centre or site manager, quality manager or customer service manager. Or do 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 2 programme in Services Marketing and Management, accredited by IAE Paris-Est, was ranked 2nd in the Eduniversal 2022 ranking of the best Master's in Marketing - Service Management and Customer Relations. The teaching team includes lecturer-researchers and experienced professionals providing balance between theoretical and sound professional input. It implements innovative methods to ensure students "learn differently". As such, teaching focuses on varied, complementary teaching methods: simulations, business-commissioned projects, case studies, Serious Games, role-playing, study trips. It also proposes tailored support for professional integration.

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)
Management opérationnel des services (ECTS:4)

SEMESTER 3

Management de l'expérience de service
Service Operations Management (ECTS:3)
Management de la qualité et de l'expérience client (ECTS:4.5)
Gestion de la relation client (ECTS:4.5)
Marketing des services et innovation
Stratégie Marketing dans les services (ECTS:4.5)
Conception innovante dans les services (ECTS:3)
Gestion de projet et transformation des organisations et des entreprises (ECTS:4.5)
Recherche et professionnalisation
Projet d'étude et professionnel (ECTS:1.5)
Méthodologie de recherche et mémoire (ECTS:1.5)
Anglais professionnel (ECTS:3)

SEMESTER 4

Marketing des services et digitalisation
Marketing des lieux de services (ECTS:2)
Projet design de service (ECTS:2)
Communication dans les services (ECTS:2)
Marketing digital (ECTS:2)
Management des services
Méthodologie d'analyse du moment de vérité (ECTS:2)
Techniques d'amélioration continue (ECTS:2)
Management des équipes et des compétences (ECTS:2)
Mémoire et Analyse de la pratique professionnelle
Méthodologie de recherche et mémoire (ECTS:8)
Outils de professionnalisation
Projet Européen : BIP Pioneer (ECTS:3)
UE Ouverture (ECTS:1)
Objectif 1er emploi et Conférences (ECTS:1)
Anglais professionnel (ECTS:3)