

icn

CREACTIVE

business

school



icn MSc MARKETING and BRAND MANAGEMENT

double degree MASTER PROGRAM





JAVIER FLORES-ZAMORA
PROGRAM DIRECTOR

FLORENCE LEGROS
DEAN AND MANAGING
DIRECTOR

The MSc has been launched in the academic year 2016-17 in Nuremberg. This two-year full-time program gives students the strategic and creative skills to enhance an organization's brand equity and implement effective marketing programs. This Master's Degree gives students a truly multicultural experience as they will be studying in one of the best French Business School located in Germany. During the first year students will understand the fundamentals of branding and communication strategies. During the second year, students will improve their proficiencies in graphic design, visual composition, product development, startup projects, social media campaigns and event planning & sponsorship.

" My advice for students is to be curious and to share their experiences with others. Beyond having super intelligent students, I prefer to have students who ask questions, and who try to be their best selves ! "

Javier Flores-Zamora

key figures

icn business school



- **3 000 STUDENTS**
- **14 000 ALUMNI**
- **130 PARTNER UNIVERSITIES**
AROUND THE WORLD
- **2 LIBRARIES:**
24 000 books
and 10 000 digital
PERIODICALS



- **60 VISITING PROFESSORS**
- **71 PERMANENT PROFESSORS**
AND **24 AFFILIATED PROFESSORS**
- **86% OF THE FACULTY MEMBERS** hold
A **PHD** AND **51%**
OF THEM ARE **NOT FRENCH NATIONALS**
- **300 BUSINESS PROFESSIONALS**
TEACHING



8 locations

3 CAMPUSES

- **METZ** AND **NANCY** FRANCE
- **NUREMBERG** GERMANY

5 LOCATIONS AROUND THE WORLD

- **CNIT LA DÉFENSE** PARIS FRANCE
- **BERLIN** GERMANY
- **CHENGDU** AND **SHANGHAI** CHINA
- **DAKAR** SENEGAL

TOP REASONS TO JOIN THE PROGRAM:

1. It gives students the strategic and creative tools to boost an organization's brand equity.
2. Studying in a Top French business school in Germany offers a unique multicultural program.
3. Professors offer a pragmatic orientation so that students can increase their career opportunities internationally.
4. ARTEM workshops enable students to express their creativity and find their own "managerial voice".
5. The courses are student-centered. Students' experiences, emotions and values play an important role that enable a better learning experience.



"The Master in Brand Management at ICN offers a great combination of theoretical knowledge and practical skills that are required to becoming successful in your career. Apart from teaching interesting and challenging courses in an international way, ICN brings us in contact with global companies such as Adidas, BMW or Airbus, granting first-hand experience and insight from professionals."

Benjamin HAUSRUCKINGER,
2nd year Master - Class 2017-2018





"The MSc Brand Management develops your skills in marketing. It offers you a way to understand every decision made in the marketing department. I found the formation very interesting as it reflects the marketing of today. Moreover, the speakers are from different nationalities with very interesting backgrounds. I am very satisfied with the choice I made choosing this degree."

Élise GOURLIN,
2nd year Master - Class 2017-2018

CAMPUS information

Willkommen in Nürnberg !

Nuremberg is located in the heart of Bayern with direct links to the major capitals in Europe. Many German and international companies have head offices in Bayern and Nuremberg as a city has a lot to offer between its cultural scene, nightlife and outdoors just a stone's throw away! A multicultural choice offered by ICN.

PROGRAM CONTENT

The **MSc in Marketing and Brand Management** at **ICN Business School** is a multicultural program that results from studying in a Top French Business School located in Germany. The program integrates the **strategy** and **creativity** to enhance an organization's brand equity and implement effective marketing programs. The **structure of the program** allows students to:

- Understand Branding's best practices across different markets and consumption domains.
- Apply Brand management tools, techniques and processes in a pragmatic way.
- Explore ways of overcoming a marketing problem in a creative way.
- Encourage students to design brands and communication strategies that advocate for equality, and sustainability.
- Integrate and adapt participants' ideas to a multicultural environment. Notably Germany and France.
- Increase students' career opportunities internationally.



"I would definitely recommend the Master program in Nuremberg. Originally I am from Ukraine, I completed my A-levels in Germany and successfully graduated in International Management (BBA) at ICN in Nancy, France. Afterwards I decided to attend the double degree Master Grande École and the MSc in Marketing and Brand Management in Nuremberg. I had no doubts where to continue my education; for me it was absolutely clear that ICN Nuremberg was my choice: the school has a creative atmosphere, friendliness, top professors, fresh ideas, open-mindedness, guides for practical implementation within a theoretical context, multicultural environment as well as new friends from all the world - it is only a small part of my great feeling of appreciation and gratitude to ICN Business School. It is nice to be here. Those who will join this school and spend the next 5 years here will be satisfied. I am sad but proud to finish with my studies this year."

Darya BENZHITSKA,
2nd year Master - Class 2017-2018





YEAR 1

Introductory courses

- Principles of Marketing
- Principles of Finance

Brand Management courses

- Branding
- Consumer and Society
- Value Communication
- Semester 1: Public Relations
- Semester 2: Product Photography Techniques

Management courses

- IS Management
- Business Environment
- Data Analysis
- Organizational Behaviour
- Intercultural Communication
- Management Control
- Project Management
- Strategic Marketing
- Investment and Financing Decisions
- Cost Accounting
- Professional Skills
- Strategic Analysis
- Risk & Company Valuation
- Industrial and Services Marketing
- Intercultural Management
- Organisational Design

YEAR 2

Introductory courses

- Principles of Branding
- Research Methodology for the Master Thesis

Brand Management courses

- Consumer Analytics
- Social Media and Digital Communication
- Event Planning and Sponsorship
- Visual Elements and Composition
- Luxury and Fashion Business
- Branding in Deutschland
- Exporting Products
- Sustainable Brands and Ethics
- Graphic Design
- Startup Development

Management courses

- Leadership
- Risk Management
- Strategy Management
- Managing Early Growth and Performance
- Governance, Ethics and CSR

During Year 1, the majority of the program consists of core Management courses, some introductory seminars in Marketing and Finance, and 5 specialized courses in Brand Management. On the other hand, most of the courses offered in Year 2 are brand management-related. There are some courses in Management, an introductory course in Branding, and a Research methodology course to prepare for the Master Thesis.

For a marketing professional living in a multicultural society, it is essential to recognize, share, and learn from diverse identities using the Arts and creativity. ARTEM workshops taught in both years address this challenge and highlight the rich cultural pluralism between France and Germany. They also enable exchange and expression of students' own voices.

ARTEM workshops

EU-FR-DE : Promoting Cultural Diversity 1

- French and German history in the 20th century
- Intercultural management in the French-German context (e.g. cultural aspects and perspectives, natural style of communication, conflict management, time management, diversity, compliance, corporate social responsibility, management style, etc.)
- The role and the place of both countries in the European Union
- Visit of Museums of Arts in Nuremberg and Munich, visits to the Court of Justice in Nuremberg (Courthouse), the Museum of the German history...

EU-FR-DE : Promoting Cultural Diversity 2

- Art, creativity and innovation. Perspectives from France and Germany
- French-German relationships: social, economic and trade policies, economic relationships, foreign affairs and security policies, current economic and political situation in both countries
- Conference and visit of companies close to Nuremberg: Adidas, Eurocopter, Siemens, Rehau, Start-ups...
- At the end of the academic year, it is expected that the students present and conduct a French-German project/event with an artistic, or societal orientation

ASB (Arts, Sciences, Business) Workshop

- Strategies to find a job in Germany



THE MINIMUM ENTRANCE REQUIREMENTS FOR THE MSc IN MARKETING AND BRAND MANAGEMENT ARE:

1. A successfully completed Bachelor degree (3/4yrs) or an equivalent higher education qualification and experience (subject to the Admission jury).
2. A Curriculum Vitae.
3. Certified academic transcripts from all universities attended.
4. A motivation letter and two letters of recommendation from the candidate's former professors.
5. Passing an oral interview with ICN Faculty to assess the personality, motivation and spoken command of English.

Obtaining the double degree diploma PGE + MSc requires successful completion of both years.

In the final year, each student should write and present a Master Thesis on a research problem chosen jointly with a tutor, who must be an ICN permanent Faculty member.



YOUR MSC ON THE JOB MARKET:

The MSc in Marketing & Brand Management will give you access to international positions on both consumer and B2B markets such as:

- Global Brand Manager
- Product Manager
- Marketing Manager
- Brand & Marketing Consultant / Analyst

open your window to the business world!



"I decided to join the MSc Brand Management program in Nürnberg for two main reasons. First of all, I was really motivated by the opportunity to obtain a double-degree, as it would be a significant asset to convince recruiters about both my managerial and marketing skills. Indeed, this Master of Science provides theories and concepts of marketing in a professional frame, allowing graduates to practice overall brand management and implement the right strategy at the right time.

Secondly, this program prepares students to pursue an international career as it makes them consider the professional world on an international basis. Language courses and visits are offered and provide a better knowledge and understanding of the German labor market and the German culture. What is more, Nürnberg is located in the heart of Europe and it is really convenient and cheap to travel in so many foreign countries, allowing students to discover new cultures and gain in terms of open-mindedness and intercultural awareness."

Sixtine DEBABECHE,
2nd year Master - Class 2017-2018





"My story goes back to 2012 when I joined the BBA Program (Bachelor of Business Administration) in ICN Campus Nuremberg. Five years later (including a Gap Year), I am still studying at Campus Nuremberg but this time in a Master Program: the MSc in Marketing & Brand Management. I have always enjoyed the lectures and involvement of professors and practitioners. The Internationality of the program allows me to get in touch with students and professors from all over the world. The topics presented in the MSc are diverse and all of them interesting. They range from Start-up Development to Event & Sponsoring as well as Social Media and Digital Communication or Strategic Management. I encourage all the people interested in those fields and those who want to work at an International level to join this program."

Adrien GIROD,
2nd year Master - Class 2016-2017

"You gain significant knowledge about brand management topics that you can directly apply to your internships/jobs. From general topics such as cost accounting, or financial analysis to specific courses like branding, you will learn and grow in an international environment. This last element is key to be a potential candidate. Having a significant international experience is now required by most of the big companies. Joining this Master will expand your skills and future job opportunities."

Beatrice RAFALIMANANA,
1st year Master - Class 2016-2017





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icn business school **PROGRAMS:**

- / SUMMER PROGRAM
- / ICN BACHELOR SUP'EST
- / BACHELOR of BUSINESS ADMINISTRATION
- / ICN MASTER in MANAGEMENT
- / ICN MSc in DIGITAL MANAGEMENT
- / ICN MSc in LUXURY and DESIGN MANAGEMENT
- / ICN MSc in INTERNATIONAL MANAGEMENT - MIEX
- / ICN MSc in MARKETING and BRAND MANAGEMENT
- / ICN MSc in FINANCE, INSURANCE and RISK MANAGEMENT

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The information contained in this document is non-contractual and is given as a general indication. ICN Business School reserves the right to modify the content of its programs in the light of market changes and its own innovations.
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