



# THE MAG

PARIS • NANCY • BERLIN

# YOU ARE UN**1**QUE

**MSc MARKETING  
AND INNOVATION**  
(DESSMI)



AACSB



AMBA



EQUIS

**OUR CREATIVE MAGAZINE**

Special issue: MSc - 2023 - 2024 - [www.icn-artem.com](http://www.icn-artem.com)

# 5 REASONS

to join the programme

**1 JOIN A RENOWNED TRIPLE ACCREDITED (AACSB, AMBA, EQUIS) FRENCH BUSINESS SCHOOL**

**2 A UNIQUE #ATM APPROACH TO TEACHING** based on transdisciplinarity, personalised support and guidance

**3 CAREER ORIENTED LEARNING** 60% of specialised and practice oriented activities, and a work-study rhythm to gain significant professional experience

**4 3 MODERN CAMPUSES IN STUDENT CITIES** That is sure to make for an unforgettable student experience!

**5 DOUBLE DEGREE COURSE WITH MSC AND DESSMI** State Degree, registered under RNCP 37475 which allows you to do an apprenticeship throughout the course on our campus in Nancy and Paris

## In the top of world's rankings

Eduversal - 2023

**5<sup>th</sup>** MSc in Marketing and Innovation

Challenges - 2021

**11<sup>th</sup>** school in France

Financial Times - 2022

**12<sup>th</sup>** triple accredited post-preparatory class school in France AACSB, AMBA, EQUIS

Financial Times - 2022

**56<sup>th</sup>** business school worldwide

Le Parisien - 2021

**5<sup>th</sup>** school in France for its teaching

Le Point - 2021

**6<sup>th</sup>** international outlook

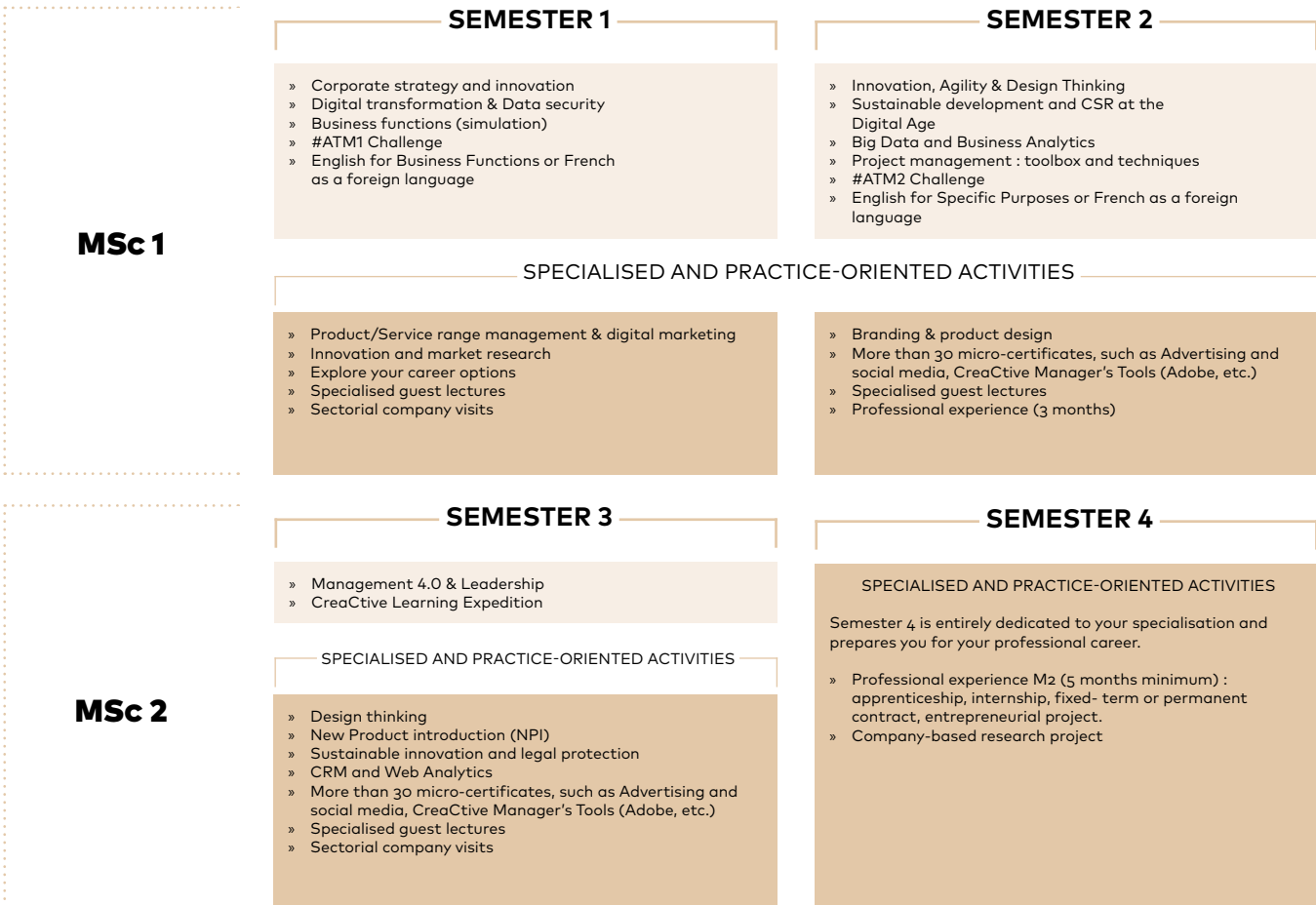


# Programme overview

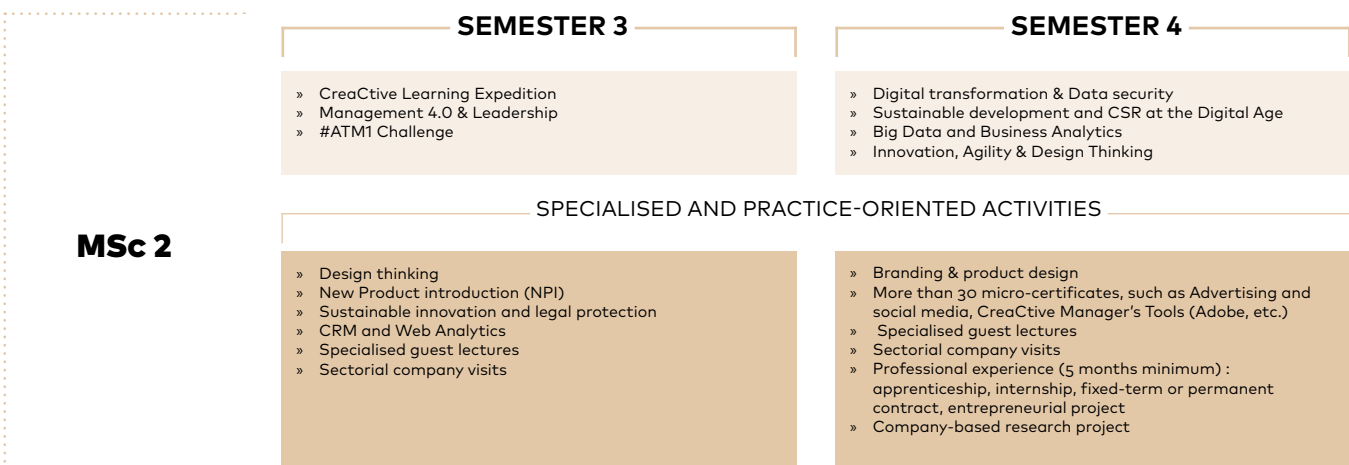
The objective of this MSc is to provide students with an overview of innovation marketing and the tools needed to boost creativity and translate their ideas into products and services. With the current evolution of the markets and the digitalization of the product offer, the company must show innovation and reactivity facing a constant challenge: to be ahead of the competitors. This MSc aims to teach the students how to manage all the steps of development of new products and services: strategy, elaboration of the innovation through design thinking, prototyping of the innovation, legal protection, launch on the market and follow-up of the client on physical and digital platforms.

You can join the regular track or the short track of the programme.

## Regular Track *The regular track allows you to enter the first year (MSc 1) of the MSc in Marketing and Innovation and to follow the 4 semesters of the programme (MSc 1 and MSc 2)*



## Short Track *The short track allows direct entry into the 2nd year of the programme (MSc 2).*



### WORK-STUDY FORMAT

Students on the programme can gain industry experience by combining their studies with a work placement as part of an apprenticeship. Doing an apprenticeship can boost your employability and is an excellent way to develop hard and soft skills that are highly valued by employers. Apprenticeships will also allow you to be entirely waived of your tuition fees. The host company also pays you a monthly salary for the duration of the contract according to a scale based on the gross monthly minimum wage. The work-study rhythm will enable you to work part-time in a student-job for 8 to 20 hours per week. This is a great opportunity to expand your skill set. If you have an entrepreneurial mindset, you can also use your free time to build your own project!

# CAREER

## opportunities

### SPECIFIC ROLES

- » Product manager
- » Innovation manager
- » Online marketing manager
- » Entrepreneur
- » Business developer
- » Project manager

# 86%

of graduates are in employment  
within 6 months of finishing  
their degree!

# 44 188 €

average annual salary  
(gross + bonuses)  
in 2021



*"I am currently working as an Associate Product Marketing Manager at Google Italy. Thanks to my experience at ICN Business School, I was able to gain the flexibility and the skills needed to work in an international and fast-paced work environment. What I value most from my time at ICN is the possibility to study with people from all over the world and to learn from them thanks to hands-on projects and experiences providing me with the practical skills needed in my daily job."*

### Angelica Resciniti

Associate product marketing  
manager at Google Italy



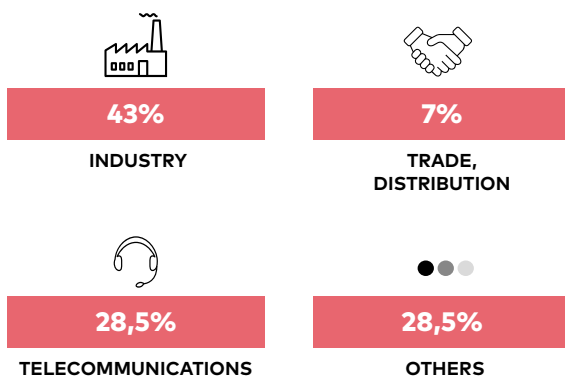
### PARTNER COMPANIES



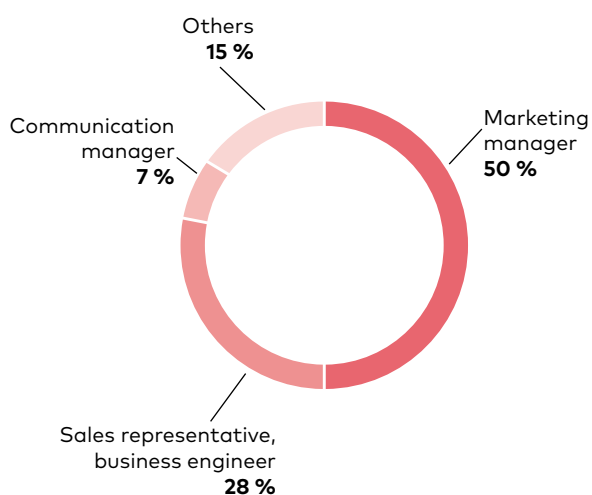
# Financial aids and scholarships

We strongly believe that your financial circumstances should not be a brake on you going to your chosen school, and there are various ways in which ICN can help you to fund your studies. By means of scholarships, partial fee waivers, the option of paying in installments, bank loans, and so on. A range of support is available!

## MAIN BUSINESS SECTORS



## SPECIFIC ROLES





# JOIN ICN BUSINESS SCHOOL!

The MSc (DESSMI) entrance exams are open to students with a higher education diploma validating at least 180 ECTS credits (Bachelor 3 level or higher) to enter the first year of the programme or 240 ECTS credits (Master 1 level or higher) to enter directly the 2<sup>nd</sup> year.

## FRENCH CANDIDATES ADMISSIONS

→ Register for our entrance exams:  
[concours.icn-artem.com](http://concours.icn-artem.com)

→ Contact:  
+ 33 (0)3 54 50 25 72  
+ 33 (0)6 13 91 55 43  
[admissions@icn-artem.com](mailto:admissions@icn-artem.com)

→ Required documents:  
» Academic file  
» Last 3 grade reports  
» Degrees and diplomas obtained since the baccalauréat  
» A complete resume in French  
» A cover letter in French  
» A photocopy of your passport or identity card  
» Any other useful document (letters of recommendation, etc.)

→ Entrance exams  
Interview (coefficient 25):  
duration: 30 minutes

→ English oral (coefficient 15):  
duration: 20 minutes of preparation  
+ 20 minutes of oral

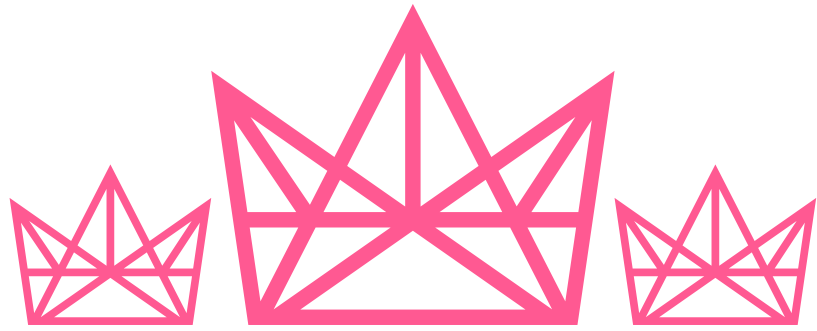
## INTERNATIONAL CANDIDATES ADMISSIONS

→ International candidates are selected via an online application form and a video interview.

→ Contact:  
+ 33 (3) 54 50 26 33  
[studyabroad@icn-artem.com](mailto:studyabroad@icn-artem.com)

→ Required documents:  
» Last 3 grade reports  
» Copies of the degrees obtained confirming your level of study, converted into ECTS  
» A complete resume in English  
» A cover letter in English  
» English score (TOEIC 750, TOEFL 78-80 or equivalent - except for native English speakers-  
» A photocopy of passport or identity card (for EU citizens)  
» Any other useful document (letters of recommendation, etc.)

Join  
Our  
Family



# ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



*If the world has absolutely no sense,  
who's stopping us from inventing one?*

~  
*Lewis Carroll*



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