



Double Diploma

Paris - New York

Specialized MBA
International Art Market
by ICART

& Advanced Marketing Certificate
by New York Institute of Technology

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L'école du management
de la culture et du marché de l'art

**NEW YORK INSTITUTE
OF TECHNOLOGY**



Mapping Your Career in the Art World!

The record-setting multimillion-dollar prices paid at auctions, the growing number of art fairs and collectors around the world are vivid proof of the explosion of the art market. It has become one of the most dynamic areas of the global economy, expanding to many emerging markets. In-order to successfully navigate this complex world, students need to develop certain skills and expertise, including current business practices, and a familiarity with the fast-changing and diverse landscape of the field.

Because this strong overall growth has created career opportunities across a variety of sectors and for many professional roles, we have designed a joint program in International Art Market between two leading institutions of higher learning, ICART Paris and New York Institute of Technology (NYIT).

Our participants are offered a rich curriculum integrating experiential learning in two of the world's most dynamic art centers, Paris and New York, each with a distinctive culture and set of business practices. After completion of the full-time 12- months program, our participants are awarded a Specialized MBA in International Art Market from ICART and an Advanced Certificate in Marketing from NYIT's School of Management (AACSB)

Students are also encouraged to pursue an optional practical training upon completion of their cycle of studies to add valuable real-world experience to their resumes.

Location, location, location... Our two urban campuses act as a perfect launch-pad for a career in the art market. ICART is located in Paris, right off the Champs Elysées, while NYIT is situated in the center of Manhattan next to the iconic Time Warner complex, the Lincoln Center, and Central Park. Countless major art institutions, museums, auction houses and vibrant gallery scenes, are within walking distance of our classrooms.

Students are not only prepared for high-level missions and responsibilities in the international art market, they are also part of a dynamic global network of more than 69,000 NYIT/ICART alumni and professionals. The Double Diploma is a challenging yet rewarding experience and we invite you to take your professional career to the next level by joining our program on both side of the Atlantic!

Program

**The program will take place over a period of 12 months
between Paris and New York**

- › **Phase one:** 3 months of academic learning in Paris (October to December)
- › **Phase two:** 2 semesters of academic learning in New York (January to August)
- › **Phase three:** Work experience – Students are eligible for an OPT in the US (12 months work authorization)

PARIS

Paris Experience

ICART Paris
Fall semester

X courses in International Art Market taught in French & English (15 ECTS)

NEW YORK

New York Experience

NYIT School of Management
Spring & Summer Semesters

6 courses in Marketing taught in English
(18 US credits/36 ECTS)
9 ECTS guided project ICART

US

Work Experience

Optional Practical Training in the US

Phase one

ICART Paris: October to December
(15 ECTS to validate)

- › Art & Culture
- › Professional tools
- › Art major: International Art Market
- › Seminar
- › Project

Phase two

NYIT New York : January to August
(18 US credits to validate)

- › Strategic Marketing & Branding
- › Digital Marketing
- › Consumer Behavior
- › Marketing of New Products
- › International Marketing
- › Marketing Communication & Promotion

Opportunity to do an Optional Practical Training in the US (up to 12 months)

Students will receive from each institution:

- › A Specialized MBA in International Art Market from ICART
- › An Advanced Certificate in Marketing (MBA level) from NYIT's School of Management (AACSB accredited).



Key Features

Designed by ICART and NYIT professionals for professionals, this Double Diploma program offers a unique approach to the next generation of managers in the many for-profit and not-for-profit sectors of the art market. It prepares them with the necessary skills, business know-how and immersive professional experience to successfully navigate the global art world.

- › An international perspective: 100% of courses in English and a systematically global and multicultural approach to strategic issues in communication & marketing in the art market.
- › AACSB Accreditation: our participants acquire a graduate certificate from an AACSB accredited Business School, demonstrating a commitment to excellence and providing an increased prestige in the job market.
- › New-York/Paris: Two buzzing art market centers. Students' academic experience is complemented by the unlimited resources of the two cities – cultural and industry events, organizations, conferences, and networking opportunities maximize their industry expertise.
- › The right balance between theory and practice: it combines stringent academic requirements with field-based experience. With this objective, the program benefits from industry professionals who give students an insider's perspective in the field of marketing & communication.
- › Immersive teaching : our participants are immersed in a business-based environment, working on relevant case studies that have immediate applicability to real world challenges and being exposed to relevant guest-speakers.
- › Job opportunities: Upon completion of their degree, students are legally authorized to work in the US in their related field for a year. ICART New York assists students in the application for the Optional Practical Training (OPT).



Profile and career opportunities

The Double Diploma program provides students with a unique learning experience and prepares them for numerous and diverse jobs in the art management industry.

Your passport to an exciting future in an in-demand field:

- › Gallerist
- › Director/Associate Director Art Center, foundation, museum...
- › Auctioneer
- › Director/ Associate Director Fundraising
- › Art Dealer
- › Art Consultant/Advisor
- › Art Collection Director
- › Art Exhibition/Fair Organizer
- › Agent
- › Art Journalist

The word on the street...

"I interned at Christie's New York for two semesters when I was studying at EFAP NY and when I graduated, they offered me a job as an assistant to the Head of Jewelry in Geneva. It launched my career."

Claire-Laurence Mestrallet – Associate Director, Head of Jewelry Department, Adam's Auctioneers, Dublin Ireland - Class 2007

The word on the street...

CHRISTIE'S

PHILLIPS

PERROTIN

American Friends of the
LOUVRE

DROUOT
DIGITAL

AF
MO

LEILA HELLER
GALLERY.

ADAM'S



Admission Requirements

To be eligible, applicants must have

- › A Bachelor's degree or its equivalent from a foreign accredited university or school (Bac + 4)

Admission Process

The admission process for the Specialized MBA in International Art Market at ICART Paris takes place in two stages:

- › **Eligibility:** applications are first screened by the applicant eligibility panel
- › **Acceptance:** Interview session with the Director of the program at ICART

The admission process for the Advanced Certificate in Marketing at NYIT New York, School of Management requires the following:

- › **Satisfactory completion of 15 ECTS (October to December - ICART)**
- › An undergraduate GPA of 3.0/4 or higher (13/20)
- › TOEFL (Test of English as a Foreign Language) score of 80 or higher or DUOLINGO score of 105 or higher (internet based)
- › **No GMAT necessary**
- › Interview session with the Director of ICART New York (via Skype)

Contact

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