



THE MAG

PARIS • NANCY • BERLIN

YOU ARE UN¹QUE

MSc - Master of Science in Management by Innovation

BRAND AND MARKETING MANAGEMENT



OUR CREATIVE MAGAZINE

2024 - 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
» ICN MSc or MSc-Master of Science recognized by CGE ("parcours d'excellence")
» DESSMI, State Degree (Bac+5, RNCP 7)

In the top of world's rankings

Eduniversal - 2023

5th MSc in Brand and marketing management

Financial Times - 2023

10th business school in France (post-prepa)

Financial Times - 2023

36th best master in management worldwide

Le Parisien - 2024

13th post-preparatory management school in France

Challenges - 2023

4th for environmental sustainability and social responsibility

Challenges - 2023

7th for international dimension

Key information

TEACHING LANGUAGE	English
CAMPUS	Berlin
DURATION OF STUDY	<ul style="list-style-type: none"> » Regular Track, 2 years → MSc 1 + MSc 2 » Short track, 1 year → direct entry MSc 2
STUDY RHYTHM	Work-study format
DEGREES AWARDED	<ul style="list-style-type: none"> » ICN MSc or MSc-Master of Science recognized by CGE (“parcours d’excellence”) in Management by Innovation specialized in Brand and marketing management » DESSMI, State Degree (Bac+5, RNCP 7) <div style="display: flex; align-items: center; justify-content: center; gap: 20px;">     </div>
INTAKE	Beginning of September
CONTACT	<ul style="list-style-type: none"> » French candidates: + 33 (3) 54 50 25 72 / 06 13 91 55 43 admissions@icn-artem.com » International candidates: + 33 (3) 54 50 26 33 studyabroad@icn-artem.com

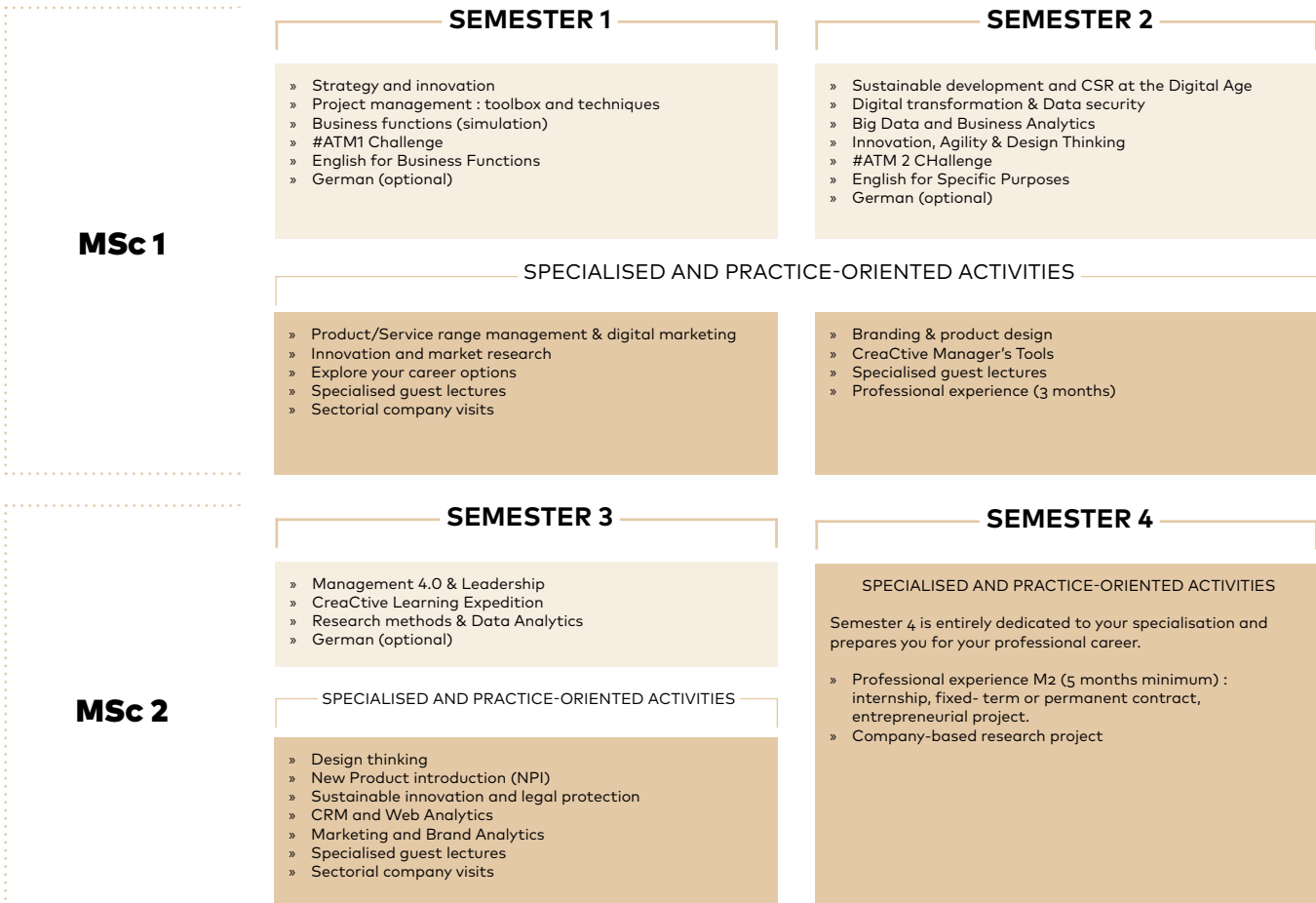


Programme overview

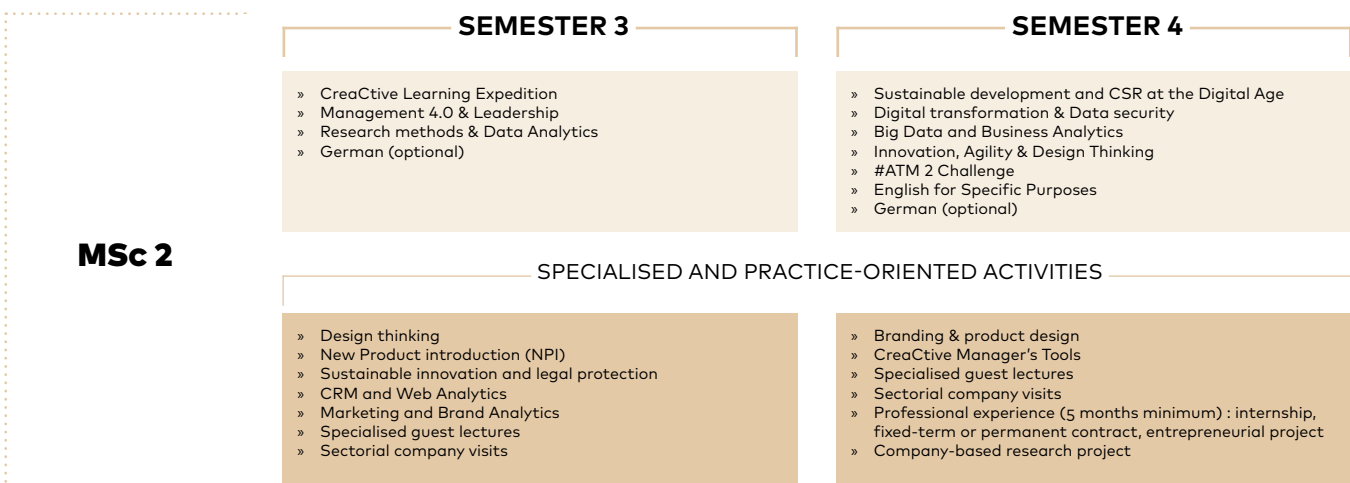
The brand plays an important role for the company. There may be similar products on the market, but the brand must be unique. This specialisation trains professionals to identify ways of building a company's brand equity and to implement strategies in a multidisciplinary and/or multicultural / international context. Graduates will also be able to use aesthetics as a source of creativity when making brand decisions.

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) 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 part time job. Doing a professional experience during your studies can boost your employability and is an excellent way to develop hard and soft skills that are highly valued by employers. Our programme is designed around a schedule comprising three days of focused classes and two days of flexibility, allowing time for you to explore part-time job opportunities. At ICN, we regularly organise Networking meetings and Career workshops, equipping you with the essential tools to secure employment either during your academic journey or immediately upon its completion.

MASTER OF SCIENCE IN MANAGEMENT BY INNOVATION

The Master of Science in Management by Innovation is a 5-year degree recognised by the Conférence des Grandes Ecoles and taught on our 3 campuses: Paris, Nancy and Berlin. Available in all 12 of our options. Do you want to work in digital marketing, finance or luxury? The diploma has the same value no matter which option you choose!

Delivered 50% in a foreign language, this programme provides students with a high-level professional education. It is designed to train key business functions in international markets.

Our training aims to produce responsible and creative managers. The #ATM teaching method, a symbol of our intellectual openness, will enable you to build your career in a globalised world!



Why join the Master of Science?

» EMPLOYABILITY

A strong professional dimension is guaranteed, thanks to a wide choice of options and a pace that encourages employability.

» THE CGE LABEL

CGE recognition is a guarantee of quality for your future employer.

» ENGLISH AS A PASSPORT

On the bilingual or English Track, develop the language skills that are essential in today's globalised business world.

» THE #ATM TEACHING METHOD

This unique and innovative teaching method teaches you to work with profiles that are different from your own. In this way, you develop your adaptability and open-mindedness.

» RECOGNITION

Based on the criteria required by the CGE, this degree is internationally recognised.

» AN OPPORTUNITY

For international students wishing to study in France, this certified course provides professional experience (through work placements).

Work-linked training & Internships

» This course allows you to start your professional life alongside your studies. You can choose to take the Master of Science in the traditional way, with a work placement at the end of each year, or in the alternating way. In this way, you can develop your professional skills and acquire management expertise throughout your studies. It's also an excellent way of developing the hard and soft skills that employers are looking for, so it's a real asset to your employability!

» Finally, at ICN, nearly 150 partner companies are ready to meet you during our career forums, which will open the doors to internships and work-study contracts with major companies.

Specialisations

AUDIT &
COMPLIANCE

BANQUE ET GESTION
DE PATRIMOINE

FINANCE
D'ENTREPRISE

FINANCE AND
RISK MANAGEMENT

LUXE ET DESIGN
MANAGEMENT

MARKETING
DIGITAL

STRATÉGIE MARKETING
ET DÉVELOPPEMENT
COMMERCIAL

MARKETING ET
INNOVATION PRODUIT

BRAND AND
MARKETING
MANAGEMENT

INTERNATIONAL
BUSINESS
DEVELOPMENT

MANAGEMENT DE LA
SUPPLY CHAIN ET
DES ACHATS

MANAGEMENT DES
RESSOURCES HUMAINES
ET INNOVATIONS SOCIALES

CAREER

opportunities

SPECIFIC ROLES

- » Global Brand Manager
- » Product Manager
- » Marketing Manager
- » Strategic Brand Planner
- » Brand & Marketing Consultant / Analyst

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



FINIUM



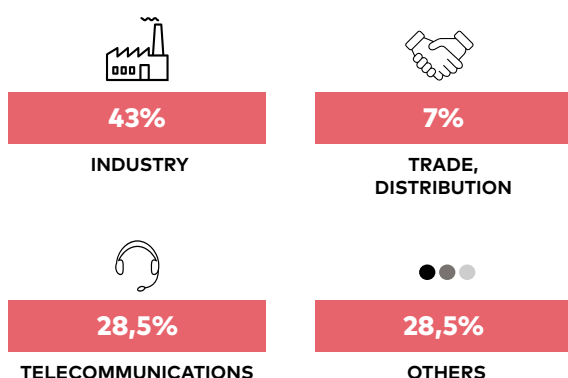
Social
Employment
Fund
Work for the common good

Scholz
& Friends

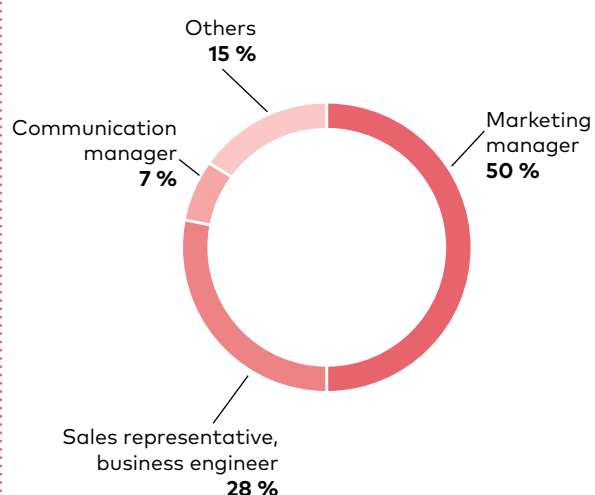
Financial aids and scholarships

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 2nd year.

FRENCH CANDIDATES ADMISSIONS

→ Register for our entrance exams:
concours.icn-artem.com

→ Contact:
+ 33 (0)3 54 50 25 72
+ 33 (0)6 13 91 55 43
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

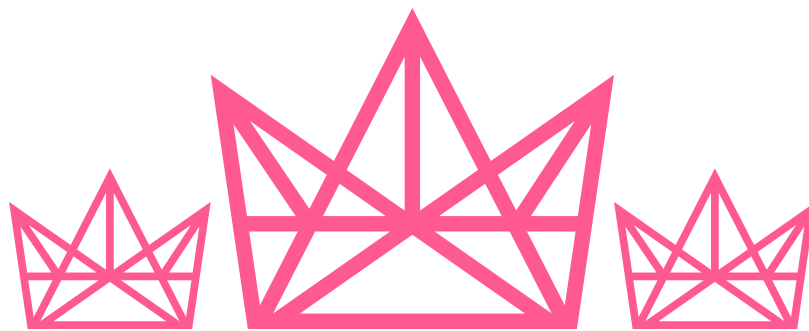
INTERNATIONAL CANDIDATES ADMISSIONS

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

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

→ 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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