

# MSc CULTURAL & CREATIVE INDUSTRIES



## Masters of Science

Full Time

**NEOMA**  
BUSINESS SCHOOL

REIMS • ROUEN • PARIS

# Engage for the world

Join an innovative and inclusive French business school that nurtures students' passion and envisions each individual as tomorrow's leader, driving transformation in business and society.

**150** years of history

**3 campuses:** Reims, Rouen and Paris

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international partners

**76,200** graduates  
in **127** countries

**1 month** on average  
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Recognised  
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*Challenges 2024*

In the **TOP 25**  
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Master in Management  
*Financial Times 2023*

A triple accredited school  
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## MSc Cultural & Creative Industries

### BECOME A SUCCESSFUL MANAGER IN THE CULTURAL AND CREATIVE SECTOR

The MSc Cultural & Creative Industries offers a comprehensive understanding of arts management while also addressing the economic, social and cultural challenges arising from the continuous evolution of the music, film, performing and visual arts, and publishing sectors. The programme fosters creativity and critical thinking through a blend of theoretical instruction and immersive learning experiences.

## Programme highlights

**Explore all facets of the cultural and creative sector through a balanced mix of theory-based lectures and practical sessions**

- ♦ **Build solid cultural knowledge through theory courses covering all aspects of art management.** Topics include cultural policy, intellectual property and contract management, strategies in the arts and music industries, the digital revolution and cultural marketing. Additionally, an aesthetics course provides extensive commentary on various artworks and artists.
- ♦ **Explore how Corporate Social Responsibility (CSR)** intersects with the arts, delving into issues such as gender representation, morality and social realities in cinema, literature and visual arts with the former Sustainable & CSR Policies Manager at the Opera de Lyon and the Centre National du Cinema.
- ♦ **Learn about publishing house management** from the CEO of La Martinière publishing company.
- ♦ **Explore cultural diplomacy and soft power** with an expert in international cultural affairs.
- ♦ **Examine the balance between marketing and culture,** addressing the challenge of preserving cultural essence while applying marketing principles to cultural products.

**Immerse yourself through innovative teaching methods using new technologies, teamwork and creativity**

- ♦ Get an insider's perspective on **art strategy** during guided tours and meet the managerial team at the Musée des Beaux Arts in Rouen.
- ♦ Explore the **inner workings of the Opéra de Rouen** during in-depth meetings with their team.
- ♦ **Benefit from a rich array of collaborations** with various esteemed organisations spanning the cultural spectrum such as the Ministry of Culture, the Musée de Rouen, Netflix, Canal+, and even tech giant Ubisoft, among others.

**Strengthen essential skills needed in the arts industry**

- ♦ **Learn to manage cultural projects** and collaborate in multicultural teams through multiple case studies.
- ♦ **Develop your critical perspective,** take a stance, and discuss sensitive topics such as inclusivity in the arts and inequality in artistic recognition.
- ♦ **Improve your writing skills** and learn how to structure your ideas through exercises and essays.

**Combine your passion for art with NEOMA's student life**

- ♦ Join one of the 21 student organisations dedicated to arts and culture on the Rouen campus. Options include Le Viking, which highlights Rouen's culture and heritage by publishing a free annual city guide; Cogito, focused on literature, writing and the humanities; and Pulp Vision, for cinema enthusiasts. Get involved in a cultural project and apply your knowledge and interpersonal skills.



**SÉBASTIEN DUBOIS, HDR, Head of Programme,** is a sociologist and professor specialised in arts management and cultural economics. His research delves into socio-economic organisation and careers in artistic and academic fields, and he leads the MSc Cultural & Creative Industries programme, with research support from the French Ministry of Culture.

## Programme fact sheet



- ♦ **Master of Science\***
- ♦ **"Grade de Master"**
- ♦ **15 months**
- ♦ **100 % in English**
- ♦ **Rouen campus**

\*Level 7 Qualification on the RNCP (French Register of Professional Certifications) / RNCP sheet No. 37684, Advanced degree in international management  
Registration date: 01/09/2023 - NEOMA



## Programme structure

### MSc Cultural & Creative Industries



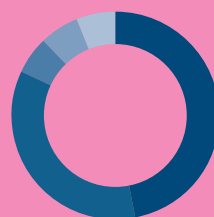
*Note: Above information is subject to change.*

## Take your career to the next level

Graduates can aspire to a number of positions within the diverse arts and cultural sectors,

- Cinema and TV production
- Sales Manager in the cultural industries
- Marketing & Communication Manager in the cultural industries
- Fundraising & Sponsorship
- Executive and administrative positions in artistic institutions (museums, foundations, theatres, etc.)

### WHERE DO GRADUATES WORK?



- Arts, Culture, Recreation .....47%
- Advertising, Communications ..... 35%
- Chemicals, Cosmetics, Pharmaceuticals..... 6%
- Civil Service ..... 6%
- Consulting..... 6%

On average, graduates of NEOMA find a job within

**1 month** of graduation.

**€38,000/year**  
Average base salary.



## Get inspired by our students' stories

Coming from a background in literature, I was looking for a school that would allow me to continue my studies in the field of culture. During my oral exams at NEOMA, I discovered the MSc Cultural & Creative Industries, which corresponded perfectly to what I was looking for. Thanks to this programme, I've been able to deepen my knowledge of the cultural industries (publishing, music, cinema, etc.), meet numerous professionals in the field and develop skills that have been an asset in my internship search. Today, I'm working where I wanted to be when I came to NEOMA: in the publishing industry.



**Elisa PENNANEAC'H**  
*Digital Marketing Product Manager  
at AUDIOLIB  
Class of 2023*

Born in Canada, I grew up in Australia, completing a bachelor's degree in marketing before tackling a national marketing management role in the tech sector. A stint in management consulting followed, but I was restless. I have always wanted to live and work in France, and the MSc Cultural & Creative Industries programme at NEOMA presented the perfect opportunity to upskill and enhance my career options, while finding my feet in this beautiful country. Helmed by Sebastien Dubois, a full professor with a deep and profound understanding of multiple cultural sectors, the programme spans film, streaming, music, publishing and art markets, intellectual property law and live event production. And what a challenging and enriching experience it has been, filling numerous gaps in my knowledge, while growing my network.

I highly recommended the programme to those pursuing a career in the rapidly expanding cultural and creative industries, anywhere in the world.



**Matt WHEELDON**  
*Digital Media Producer at Hook Turn Films,  
Freelance Screenwriter & Director  
Class of 2023*

## Admissions requirements

### 1-YEAR MSc:

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 1 year of professional experience
  - Proof of English language proficiency is required during the application process (TOEIC, TOEFL iBT, IELTS, Cambridge, Duolingo)\*
- \*Contact the Admissions team to learn more about required scores.*

### 2-YEAR MSc:

Candidates with a 3-year bachelor's degree complete their MSc in two years, starting with the International Pre-Master programme in the first year and continuing with the MSc curriculum in the second.

## Admissions process

- Complete the online application: [apply.neoma-bs.fr](https://apply.neoma-bs.fr)
- Provide scanned copies of all original documents in English or French (CV, motivation letter, transcripts, etc.)
- Candidates who meet the admissions requirements will be asked to complete an online interview
- Admissions decisions are communicated by email within two weeks of the interview
- Application fee: €100

## Admissions calendar

Applications are accepted on a rolling basis, from September with a final deadline for submissions in mid-July.

However, given the limited number of places, candidates are advised to apply as early as possible.

## Contact us

Feel free to contact our Admissions team by email at:  
[admissions@neoma-bs.fr](mailto:admissions@neoma-bs.fr)

*Make a personalised  
appointment with our team*



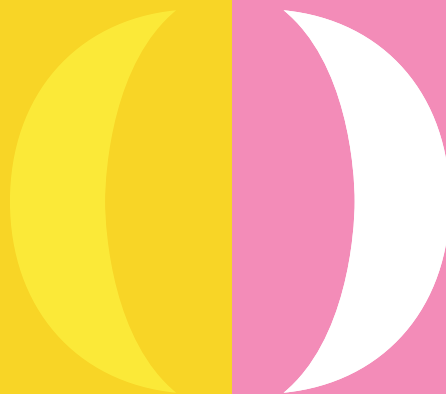


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**Be passionate.  
Shape the future**

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