

PROGRAMME SPECIFICATION
MSc in Marketing & Creativity

KEY FACTS	
Programme name	MSc in Marketing & Creativity
Award	DEAMIE, <i>Diplôme d'Etudes Avancé en Management International des Entreprises (Grade de Master)</i> An ESCP diploma, MSc in Marketing & Creativity
Type of study	Full time
Total ECTS	120 ECTS

SPECIALISATION SUMMARY

The MSc in Marketing & Creativity is unique in its focus on the interface between creativity and innovation, with an emphasis on analytical thinking in marketing management. By deploying multiple approaches to marketing, this programme is designed to prepare the next generation of marketers who are responsible, strategic, competent, and innovative in their choices.

The programme's award is the French Master Degree (DEAMIE). The focus on Marketing & Creativity fosters creative and critical thinking skills with a methodological and systematic approach. You will learn about creativity and innovation in business, management, and performance (both cultural and individual), as well as develop your own cognitive flexibility, fluency of ideas and agility. Moreover, the programme will teach you how to be strategic and analytical in a data-driven world to provide new and innovative solutions to complex problems.

The MSc adopts a case-study and project-based teaching model, as we strongly believe that the hands-on, 'Not By The Book' approach will best prepare our students for future marketing jobs.

The curriculum goes beyond textbooks to incorporate consultancy projects, creative seminars in collaboration with corporate partners, case studies, direct experience in emerging markets, class discussions and guest speakers, as well as a minimum four-month professional experience (internship/direct employment), allowing participants to immediately apply their new learnings to real-life companies and assignments.

Aims:

The specialisation is built on four pillars:

- **Creativity and Innovation**

Creativity is in our programme's DNA. We foster creative thinking and skills with a methodological and systematic approach, to empower students to make creative ideas happen (innovation).

- Marketing**
 The Marketing modules equip you with all the essential skills and knowledge necessary for successful, high-level practice in marketing across any type of organisation and sector, both consumer and B2B.
- Management**
 The Management modules will help you develop a full range of valuable management skills and practices, delivering performance and results as well as the ability to identify and harness the creative talent in an organisation.
- Analytics**
 The Analytics modules prepare you with the necessary skills and tools to critically and creatively acquire, analyse, and interpret data, whether they are “small”, “big” or “thick”.

Learning Outcomes:

The curriculum is designed so that students achieve the following learning outcomes:

Competency Goals	Learning Objectives
CG1: To acquire an advanced technical expertise in the specific professional sector of the MSc	LO1a: The student masters conceptual frameworks in the fields of Marketing & Creativity
	LO1b: The student demonstrates depth knowledge of applied skills and toolkits in both fields of Marketing & Creativity
CG2: To possess an operational knowledge of the specific field of the MSc	LO2a: The student demonstrates the capacity to start quickly a career in the marketing industry
	LO2b: The student applies knowledge of the best practices in Marketing & Creativity for problem solving in the marketing sector
CG3: To approach sustainability issues with an analytical/critical mindset	LO3a: The student takes into account sustainability issues in business contexts with socially responsible behaviour
	LO3b: The student analyses a complex question of Marketing & Creativity with a constructive approach
CG4: To be able to work within a group team in a digital context	LO4a: The student develops creativity when she/he works in groups
	LO4b: The student demonstrates leadership behaviour

HOW WILL I LEARN?

Learning hours

Semester	Courses	Teaching hours	ECTS
S1	6 * 30-h Courses	180 h	30 ECTS
S2+S3	Specialisation (1/19) + Ethics & ESG Research online seminar	450 h 30 h	56 ECTS 4 ECTS 3 ECTS
S4	Master Thesis Internship	>4 months	17 ECTS 10 ECTS
TOTAL		660 h	120 ECTS

In-class teaching

Our aim is to alternate learning approaches between lectures and other types of activity involving significant student participation. Lessons include examples, case studies, or student presentations, often in a European or international context.

In general, student interaction is strongly encouraged, even within the framework of our formal lectures, which systematically reserve time for whole class discussion.

Personal study

Students have to prepare for some lessons, i.e. read text books or other texts that can further their understanding of the subject; or prepare a case study, an applied exercise, or a presentation, etc. Homework is done either individually or as part of a team when it involves case studies and/or team presentations.

Work placements

At the heart of the MSc in Marketing & Creativity is the required minimum four-month professional experience (full-time job/internship), during which students work in a management training role within a client company.

Students begin their search in Semester 2, developing job-seeking skills with the support of the Careers Service and the Alumni Association.

Exposure to real-life business culture both challenges and strengthens the skills and knowledge acquired in the MSc in Marketing & Creativity curriculum, and solidifies the student's profile as a successful international marketer.

While carrying out their work placements, students also develop a professional thesis based on original research on a topic of their choice and normally related to their chosen work placement.

Thesis

As part of their individual Professional Placement (Internship/full-time job), each student selects a research topic of particular interest for analysis. Proposals are prepared using clear, logical argumentation and drawing upon original desk research, interviews, or a case study carried out.

Each thesis project is supervised and guided by a Faculty member or expert in the relevant field. Students are encouraged to pick a topic of personal interest or one highly relevant to their career plan, stepping outside of the day-to-day work they are performing in their internship and thinking about how the issue relates to broader concepts and to other sectors and types of companies.

At the end of the programme, a written thesis is submitted. A *viva voce* oral examination is also held at which the research is presented to and assessed by an academic jury.

Group work

Group work is a critical element of the specialisation. Applied exercises are used extensively in group learning approaches. These teams focus on three different learning dimensions: the development of managerial skills, the development of interpersonal skills and the development of cross-cultural skills.

Multicultural group work and exposure to different academic cultures constitute a key component of the internationalisation process.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment methodology

The assessment methods are driven by twin goals: to objectively evaluate the student's acquired knowledge and skills, and to enable the academic staff to follow up the student's progress during the course in order to adapt the following sessions to the learning pace of the team.

These methods also establish the link between formal learning (lectures) and applied work, between the academic content (theory) and the development of management skills (case studies, field work). Such skills include time management, information management (in contexts of data scarcity and data overload), and working with others in teams.

Assessment methods in use

The student cohort is very diverse in terms of nationalities and there is a considerable percentage of students with English as a second language. The tutors responsible for the modules therefore have to be very clear about the module objectives, the learning outcomes and the assessment methods, to ensure that students with English as a second language are not disadvantaged in any way.

Each course component which is included in any assessment is described in detail in the course outline, and its weighting in the final assessment mark is made very clear.

The dates for the submission of the programme work, projects and student presentations which are part of the module assessment are given at the beginning of the module.

Assessment Regulations

In order to graduate, students should successfully complete the relevant modules and assessments to acquire the required number of credits.

- Students must achieve 8/20 on any module's final exam to consider the exam passed. Students must achieve a minimum grade of 10/20 on the module as a whole, including exam grade and coursework, to consider the entire module passed.
- Please refer to module specifications for details on individual assessments. Assessment criteria vary according to the module or specialisation.
- Resits: one resit attempt is offered whenever a student fails the module or does not take a final exam.

Failure to pass a programme:

- If having exhausted all permitted resit attempts a student still fails a module, the student will be withdrawn from the Programme.

Resits

- A resit is a second attempt at an initial failed assessment without having to repeat the original period of teaching and learning. The resit mode may vary depending on the nature of the initial assessment. A resit is granted by the relevant Assessment Board which also makes the final decision on resit arrangements.
- Where there is more than one assessment component in a Module, an Assessment Board makes clear which assessment components they are required to resit.
- A student normally has a maximum of two attempts to pass each assessment component: a first attempt and a resit. Students who have approved Mitigating Circumstances may be granted a further attempt.
- In exceptional circumstances, the Assessment Board may decide to permit the student to take a second resit examination.

Resit arrangements will be as follows:

- If the student fails to achieve the minimum qualifying mark in any component, they must resit that component regardless of the aggregate Module mark.
- If the student fails to achieve the pass mark for the Module on aggregate, it will be necessary to resit all components with a mark below the Module pass mark. This includes components without minimum qualifying marks as well as components with minimum qualifying marks.

Examinations:

- To ensure all the different learning outcomes are evaluated in any given module, lecturers set a range of examination questions in an examination paper covering the main parts of the syllabus.

- Assessments should require participants to demonstrate a practical and integrative approach to a problem area or issue.
- It must be feasible for students with English as a second language (ESL) to give the required response in any examination paper within the given time allowed.
- The examination questions should not lead to any misunderstanding especially for ESL students (the addition of a mini glossary to avoid ambiguity is helpful in particular cases).
- A marking scheme presents a clear choice to students for each examination subject (with marks given to each question) to enable the students to know the assessment value of each part of the examination, and to guarantee the openness of the marking system.
- As concerns resit exams for core courses, students are entitled to take the exam at whichever campus is the most suitable for them.

For all core courses final examinations are invigilated and written anonymously in number coded examination booklets or online. Students work independently in all written examinations, be they in class or online.

Feedback on assessment

How and when will I get feedback on my assessments?

Feedback on the final exam is available in the following ways:

- Feedback can normally be expected within 6 weeks of the assessment
- A document prepared by professors indicating the elements which make a good examination answer will be posted on the e-learning platform after the release of marks.
- Students who fail their examination are permitted to view their scripts at specific times on specific dates. These sessions will be announced by the Programme Office in advance.

WHAT AWARD CAN I GET?

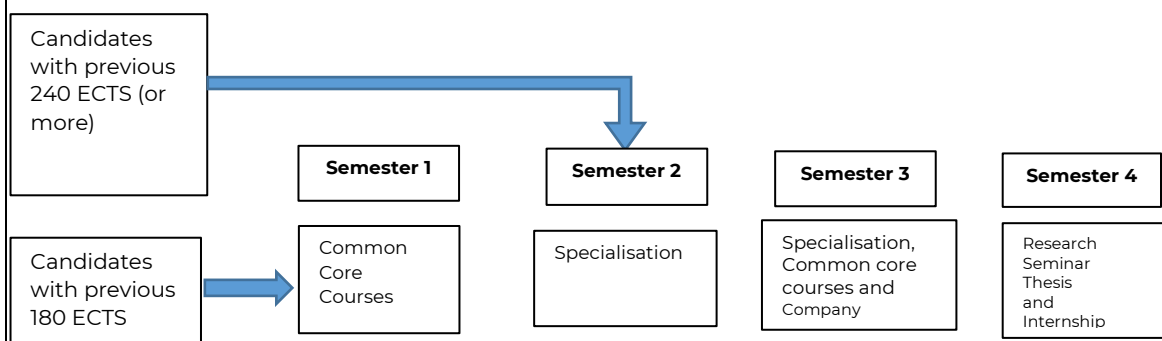
Students will qualify for DEAMIE, *Diplôme d'Etudes Avancé en Management International des Entreprises (Grade de Master)*, if they satisfy the pass requirements for all modules within the programme and achieve the total number of credits. Other students will be awarded an ESCP diploma, the MSc in Marketing & Creativity.

The aggregate degree mark is calculated as the average of the module marks of the programme, weighted according to their credit value. Pass or fail modules are excluded from the weighting.

How do students pass the master's degree?

To be awarded the master's degree, a student should have acquired the total number of credits achieving a pass mark (10/20) for each master's course module. Professional experience must amount to at least 16 weeks.

COURSE STRUCTURE:



- Candidates with previous 180 ECTS degree or equivalent (3-year bachelor's degrees) start in S1
- Candidates with previous 240 ECTS degree (4-year bachelor's or master's degrees) join for S2

Semester 1

- Additional academic term for students with a previous 180 ECTS degree
- Organisation: AUTUMN TERM (October to December)
- Mix of asynchronous and synchronous courses
- 6 * 30h courses, 5 ECTS each = 180 ECTS
- Take asynchronous courses October to December
- Take (and pass) related exams

Semesters 2&3

- Specialisation courses = 450 hours
- A specialisation may include non-credit-bearing courses, in addition to the above 450 hours

Semester 4

1) Master Thesis

- Research paper or Case study
- Defence (rules: 45 min/1 hour)
- 17 ECTS

2) Internship

- At least 4 months
- 10 ECTS
- Pass or fail
- Assessment form filled by the company + self-assessment by the student

WHAT KIND OF CAREER MIGHT I GO ON TO?

Graduates join various industries and have executive positions throughout the world. A job survey conducted among graduates from the class of 2022 found:

- 100% were employed before graduating

- 50 % relocated to work in a different country post-graduation
- 85% changed their country, job function or industry

MAIN SECTORS OF PREVIOUS EMPLOYMENT (Based on all intakes)

Fashion, Luxury & Cosmetics; Advertising & Communications; Technology & Internet; Travel, Tourism & Hospitality; Consulting; FMCG; Media, Design & Publishing

A number of students take an entrepreneurship route, having founded their own company before the programme.

Companies Hiring:

L'Oréal – Google – Cartier – Saatchi & Saatchi – Landor – Hootsuite – Kantar Vermeer – MasterCard Europe – LVMH – Uber – eBay – LEGO – Estée Lauder – Ralph Lauren – Havas Worldwide – Amazon – IBM – Microsoft – Hearst – FEDORA – Pernod Ricard – Moët Hennessy – Nestlé – Heineken – Ernst & Young – BMW Group – Unilever – Johnson & Johnson – Procter & Gamble – Pfizer

Our Careers Services team are available on campus to provide guidance and information on careers and also work experience via placements and internships during and after your programme.

HOW DO I ENTER THE MSc in MARKETING & CREATIVITY?

REQUIREMENTS

- Bachelor or Master degree in any discipline (minimum 180 ECTS). Candidates with less than 240 ECTS* or equivalent (less than 4 years of full-time study at a higher education level) will be required to attend an additional online semester from October to December.
- A minimum of 18 months of relevant, full-time professional work experience (can also include internships, voluntary work and full-time job equivalents) in a customer-related activity such as sales, marketing, communications or creative industries
- Two references (ideally one academic, one professional)
- Motivation letter
- English level: TOEFL IBT 100, IELTS Academic 7, TOEIC 800, Cambridge English C1/C2 (CAE/CPE). Candidates who choose to enter the specialization on the UK Graduate Immigration Route will be required to take a SELT-approved English proficiency test (e.g. IELTS for UKVI, PTE Academic UKVI, etc.)

**Due to accreditation regulations, students starting with less than 240 ECTS will need to obtain an additional 30 ECTS at ESCP Business School. The school will offer an additional semester for those students, with a supplement fee of £2,750. Candidates may obtain exemption from attending this semester if they have more than three years of post-study full time work experience.*

ADMISSION PROCEDURE

STEP 1: APPLICATION FORM

- Applications are treated on a first-come, first-served basis.
- As places on the course are limited, we therefore advise you to submit your application as early as possible.
- Applications are made online. The following supporting documents must be submitted with your online application:
 - A copy of your previous transcripts from all degrees to date*
 - Curriculum vitae
 - Photocopy of your passport
 - Language test certificates (if applicable)
 - Two reference letters

*We will only accept original documents in ESCP campus languages (English, French, Italian, Spanish, German or Polish)

STEP 2: ADMISSION INTERVIEW

If your application has been successful, you will be invited to attend the second stage of the process, the admissions interview. During this, candidates must convince the selection committee of his/her abilities and motivation to join the programme.

Admission tests and interviews will operate with rolling deadlines between February and November for the January intake. Results will be posted to candidates within approximately three weeks.

STEP 3: CONFIRMATION

Applicants who are offered a place must confirm their acceptance in writing by the deadline indicated in the offer letter. A non-refundable deposit is required to secure a place on the specialisation once admission has been granted. This first deposit is deductible from the first instalment of the overall tuition fees