



## College de Paris

### International Marketing

#### Study details

**Course type:** Master's degree

**Degree:** Master in International Marketing

**Study mode:** Full time

**Duration:** 24 Month

#### Cost of study

**Cost :** 18 000 EUR

**Reg. fee :** 290 EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Sep/Feb

#### Requirements

### Admission

Academic file:

- Copy of the Bachelor degree
- Copy of transcripts from the last two years
- Copy of passport and/or residence card
- Curriculum vitae
- One passport photo
- Motivation letter
- English test

Interview with one of our admission officers

#### Accommodation

Our campus is located in the heart of Lyon, only 10 minutes from the business center of La Part Dieu and the innovation-oriented economic hub of Gerland. A dynamic city, Lyon is the leading French student city outside the Ile de France. The Lyon campus welcomes its work-study students in a pleasant and adapted setting of more than 1200m<sup>2</sup>, with an interior garden!

#### Additional information

### OVERVIEW

College de Paris' Mastère in International Marketing is a New Life Project. It is designed to equip students with the knowledge and skills needed to succeed in a rapidly changing and increasingly globalised marketplace. This program offers comprehensive training in international marketing strategies, including market research. Our curriculum emphasises practical learning, real-life case studies and industry links to ensure that graduates are prepared to lead marketing efforts in an international context.