



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 1200m², 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.